



A report on the outcomes of four Make it Safe campaigns in: Fife, South Lanarkshire, East Dunbartonshire and Scottish Borders between April 2011 and September 2011

Jennifer Henderson

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Abstract

The Scottish Government Community Safety Unit has further funded RoSPA to continue with the delivery of the Make it Safe campaign in the geographical areas of Fife, Scottish Borders and South Lanarkshire. This campaign aimed to give information to families to empower them to make informed decisions about buying blinds with looped cords and amend their current practices around existing blinds with looped cords. The local authority area of East Dunbartonshire also joined this campaign through self funding.

A six month pilot Make it Safe campaign took place in North Lanarkshire in 2010 and results showed that 43% of respondents were not aware of the information surrounding blind cord safety before they received the Make it Safe information. 82% of respondents had blinds with looped cords in their home at the time of receiving the information and 63% of these respondents have fitted the cleat they received. 69% of total replies have however discussed the risk of blind cords with other parents or carers.

Collectively, the overall findings for Fife, South Lanarkshire and East Dunbartonshire show similar findings. 47% of respondents were not aware of the information surrounding blind cord safety. 57% of respondents had looped blind cords in their homes at the time of receiving the information and 80% of these have since fitted the cleat they received. 53% of respondents have gone on to discuss the dangers of looped cords with other parents or carers. Please note that Scottish Borders were excluded from the telephone evaluation due to a low number of responses.

Overall, the Make it Safe campaign has succeeded in distributing leaflets and cleats across Fife, South Lanarkshire, Scottish Borders and, to an extent, across East Dunbartonshire. This has in effect made homes safer and recipients have been educated on the dangers of looped cords.

RoSPA recommends that the geographical areas of Scotland that have not been involved in the campaign so far are given the opportunity to do so and additional funding would be actively sought to allow this to happen.



1 Introduction

The Royal Society for the Prevention of Accidents (RoSPA) typically hear about one or two children dying each year in the UK after becoming tangled in looped blind cords .

Looped cords are a common mechanism on blinds and other window dressings currently fitted in UK homes. They also feature on new products which include blinds that are made-to-measure and those bought 'off the shelf'.

Since 2004, RoSPA has called upon the blind industry to take voluntary action to reduce the risk of looped cords and is now working with the Department for Business, Innovation and Skills (BIS), the European Committee for Standardisation (CEN), the British Blind and Shutter Association (BBSA) and the Child Accident Prevention Trust (CAPT) to investigate design modifications and raise awareness of the dangers.

At least 18 under 5s have died in blind cord accidents in the UK since 1999 (five in 2010) and there are likely to have been many more near misses. UK injuries are not reported systematically, but cases in the US show children can be severely disabled or left in a coma after blind cord entanglement.

Even though the number of deaths per year is small, these deaths are happening with predictable regularity and RoSPA finds itself returning to this easily preventable accident issue time and time again. A number of MPs and coroners have called for a ban on looped blind cords. Following the tragic death of Scottish toddler Muireann McLaughlin, Sheriff David Mackie criticised the general lack of awareness and called for a public information campaign to highlight the risks.

From July 2010 to December 2010 a pilot Make it Safe blind cord campaign was launched in North Lanarkshire. The Make It Safe campaign aimed to raise awareness of the potential dangers of looped cords among families with young children. As well as leaflets and advice, cleats were handed out that could be fitted to tie blind cords up out of the reach of children.

Evaluation of this campaign showed it was a worthwhile project as 82% of respondents had blinds in their home at the time of the campaign and 63% had fitted the cleats that they had received.

This successful outcome led to additional funding (£8095) being secured from the Scottish Government Community Safety Unit. As a result, three other geographical areas – Fife, Scottish Borders and South Lanarkshire – were able to deliver the



Make it Safe campaign during the period April 2011 to September 2011. East Dunbartonshire also became involved in the campaign through self funding.

The aim of these campaigns was to give information to families to empower them to make informed decisions about buying blinds with looped cords and amend their current practices around existing blinds with looped cords. This was done through the distribution of a leaflet titled Make it Safe (which details a number of practical, simple precautions to reduce the risk of looped cords) as well as a cleat, which is a safety device that a looped cord can be wrapped around to keep it out of the reach of children. Advice and resources were distributed through a number of different partners with a remit for home safety.

While distributing the leaflets and cleats recipients were asked if they would give their consent to take part in the evaluation of this campaign. Names and telephone numbers were gathered of consenting individuals and the evaluation was enabled through a telephone survey. The surveys were initially administered by RoSPA and due to larger numbers of calls than anticipated the call centre of the Wise Group completed the telephone interviews.

This report evaluates these four additional Make it Safe campaigns which ran for six months from April 2011 to September 2011.



2 Findings

The Make it Safe campaigns ran in the geographical areas of Fife, South Lanarkshire, East Dunbartonshire and Scottish Borders. Generally speaking, areas of deprivation were targeted throughout the campaign in each of these localities, helping to ensure a wide distribution of resources to a number of different target audiences.

At the start of the campaign key partners were identified and a project brief was drawn up detailing the roles of the partners and the expected outcomes of the six month campaign.

Each area was given an allocation of cleats and leaflets to be distributed through their chosen channels over the six month period. The number of resources that were distributed was decided by the key partners at the start of the campaign.

RoSPA supported each of the four areas throughout their campaign and helped to maximise publicity through the issue of several dedicated press releases for each area. A campaign launch also took place in each area, all of which the media were invited to attend.

2.1 Fife

Fife was well placed to participate in the Make it Safe campaign as the local authority has dedicated home safety advisers within their Fife Cares service. This service is delivered by Fife Community Safety Partnership and offers free home safety checks to people over 65 and child safety risk assessments to families with children under the age of five throughout Fife.

2.1.1 Resources

Fife had a total of 4000 cleats and 4000 leaflets to be distributed. Four months into the campaign, 1000 extra cleats and leaflets were provided by RoSPA as there had been such an overwhelming demand for the resources. All 5000 cleats and all 5000 leaflets had been distributed by the end of the campaign.



2.1.2 Distribution channels

Fife Cares child safety assessments included blind cord safety prior to the Make it Safe campaign. Being part of this campaign has further emphasised the dangers posed by blind cords and has allowed an additional safety device to be issued to householders. Through this service, cleats were also fitted where required by Fife Council Building Services.

A total of 2090 cleats were distributed during Fife Cares child safety assessments. 2910 cleats and leaflets were also distributed at promotional events and through any relevant presentations and talks by home safety advisors.

2.1.3 Evaluation

The evaluation of this campaign, facilitated by RoSPA and the Wise Group, took place from May 2011 to October 2011. Recipients of the cleats and leaflets were called approximately one month after receiving the information as this time scale was deemed sufficient to see if any of the information received had been acted upon.

341 recipients agreed to be called and from this there was a response rate of 40%.

Fife Cares is satisfied with this total as unfortunately not all families prioritise child safety and therefore having so many willing to take part in the evaluation is a really positive outcome in terms of the campaign. All of those willing to take part in the evaluation came solely from receiving a home safety visit from Fife Cares.

The evaluation results show that:

- 92% of respondents remembered someone talking to them about blind cord safety during their home safety visit.
- 42% of respondents were not aware of the information or advice surrounding blind cord safety before they received the Make it Safe information. However, 50% of total replies have discussed the risk of blind cords with other parents or carers.
- 77% of respondents had blinds in their home with looped cords at the time of receiving the Make it Safe information. When asked if the cleat had been fitted 87% said yes. The main reason for the cleat not being fitted was because the recipients felt that their children were still too young as they were



not yet walking. Other responses included “we are planning to put them up” and “waiting to decorate the house first.”

- Respondents were asked “If you were to buy new blinds for your home in the future, how likely is it that you would buy blinds with looped cords?” 68% replied “not very likely or “unlikely”. The majority of respondents said this was because of the safety issues surrounding them and they wouldn’t be purchased because of “...the amount of child deaths that was mentioned at the visit” and “just because I’d be scared.” The respondents that said they would consider buying blinds with looped cords would do so because they are the most popular and because they are cheaper. However, safety is being considered and they would be purchased if they came with a safety device.
- 99% of respondents would recommend the offer of a free cleat to their friends. The 1% that wouldn’t was because “I don’t know anybody it would apply to”.
- In order to ascertain if those in receipt of the blind cord safety information had acted upon the information they were asked “...have you taken any other actions in the home with regards to blind cord safety?” 30% of respondents have taken actions through the movement of furniture in their homes. Comments include “I have moved everything away from windows”, “I have moved furniture and things my child can climb up on to”, “I have moved everything, followed exactly what was said” and “Yes we have, I have also installed a fire guard and a stair gate.”
- Respondents were asked for any final comments at the end of the survey and really positive comments were given on the campaign. Comments included “ Good cause and is a great way of spreading awareness”, “Fantastic campaign and has been recommended to family and friends”, “Really good campaign and it was great that cleats were fitted by the council” and “I didn’t know about it and now I do I pass it on to everyone, I think it’s brilliant”.
- Other comments supportive of the campaign include:

“Very impressed they gave me so much information and especially as it is things you continue to put off and they come in and do it for you”

“It’s a great campaign, makes life a lot easier especially for first time parents”



“Very valuable, wouldn’t like to see it stop”

2.1.4 Challenges

Fife Council Building Services were installing the cleats during the campaign however this would not be financially viable as a long term project. To overcome this, alternate safety devices would be researched in order that Fife Cares would still be able to provide blind cord safety and cleat fitting on site during the assessment and not depend on Building Services to install this particular item of equipment.

2.2 South Lanarkshire

South Lanarkshire Council has a dedicated home safety team and this put them in a good position to distribute leaflets and cleats through their existing partnerships with local service providers.

2.2.1 Resources

At the start of the campaign South Lanarkshire had 3000 cleats and 3000 leaflets for distribution. An additional quantity of 1000 cleats and leaflets were supplied in July as the initial allocation was running very low due to an overwhelming demand for the resources. All the cleats and the leaflets had been distributed by the end of the campaign.

2.2.2 Distribution Channels

Distribution of the Make it Safe leaflets and cleats were primarily through Early Years facilities and through Strathclyde Fire and Rescue Service.

Engagement was made with Heads of Establishment of both Council and Private Sector Early Years facilities to ensure the distribution of the cleats and leaflets as well as to guarantee the collection of the relevant information required for evaluation purposes.



Strathclyde Fire and Rescue Service personnel were advised of the campaign prior to it starting and resources were delivered through home fire safety visits as well as at Fire Station open days.

Distribution of the resources also took place at a number of local events and these included weaning fairs and an event to promote the digital television switchover. Cleats and leaflets were also made available to staff of South Lanarkshire Council.

Care and Repair, who offer a small repair and fitting service, also distributed cleats and leaflets during home visits and fitted cleats when requested.

2.2.3 Evaluation

The evaluation of this campaign, facilitated by RoSPA and the Wise Group, took place from May 2011 to October 2011. Recipients of the cleats and leaflets were called approximately one month after receiving the information as this time scale was deemed sufficient to see if any of the information received had been acted upon.

486 telephone numbers were returned for evaluation purposes and this resulted in a 23% response rate. 126 numbers came from the Early Years sector, 326 from Strathclyde Fire and Rescue Service and 34 from the events that took place.

The evaluation results show that:

- 74% of respondents remember someone talking to them about blind cord safety

53% of respondents were not aware of the information and advice surrounding blind cord safety before they received the Make it Safe information. The Make it Safe information has helped to remind parents and carers of the dangers and feedback included "I was aware of the fatalities but brought it more to my attention."

- 49% of respondents at the time of receiving the Make it Safe information did have blinds in their home with looped cords. A total of 70% of recipients had fitted the cleat that they received. The cleats were mainly fitted by family members. The reasons for the cleats not being fitted were primarily down to not finding the time to get round to it. 55% of respondents have gone on to discuss the dangers of blind cords with other parents and carers.



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- Respondents were asked “If you were to buy new blinds for your home in the future, how likely is it that you would buy blinds with looped cords?” A total of 77% of respondents said they would be “not very likely” or “very unlikely” to do so. Safety reasons were the main concern that would put the respondents off buying blinds with looped cords. Comments included “because they are not very safe” and “because they are dangerous”. From the 17% that would be very likely or quite likely to buy blinds with looped cords the main reasons for this included a preference for blinds with looped cords and that they are more readily available. Also, if a blind with a looped cord was purchased, some recipients felt this was not a problem as they now possess a cleat which can be used if necessary.
 - 96% of respondents would recommend the offer of a cleat to their friends and the 4% that wouldn’t say it is because they haven’t spoken to anybody about the campaign or because their friends do not have children.
 - In order to determine if receiving the Make it Safe information has had an impact on safety in the home recipients were asked “...have you taken any other actions in the home with regards to blind cord safety?” 24% of respondents came back saying they had made changes and from the replies that came with a detailed answer many of the actions involved moving furniture away from windows. Comments included “Baby is only five months but tried to keep everything away from windows”, “I moved my daughter’s bed” and “Just making sure all blinds have the cleats for the cords and ordering more if necessary”.
 - To establish the effectiveness of the campaign and to seek opinions from the community, respondents were asked for any final comments they would like to make on the Make it Safe campaign. From those that left a comment they were all positive with much support being given to this initiative. Comments include “It’s good for the nursery children and parents”, “I think it is a good thing as it gets people thinking” and “It was very good as I didn’t know they (the Council) did that sort of thing. Also know about RoSPA as hadn’t heard of them”.
 - Other comments on the campaign included:



“I think it was very helpful and beneficial that it was advertised in the work magazine, makes you realise”

“Useful and good that we got the cleats for free”

“Keep promoting it, very good campaign”

2.2.4 Challenges

The main challenge throughout this campaign for South Lanarkshire was the time period in which the campaign took place. Their experiential learning programme for school children ran during the campaign and accounted for five weeks in which the campaign was not actively promoted. Schools were also on holiday for a short period during the campaign and this also limited some of the ways in which the packs could be promoted. However, this information was all known before agreeing to take part in the Make It Safe campaign.

Despite these shortfalls, the popularity of the campaign has been overwhelming and South Lanarkshire Council plan to buy in more cleats and keep distributing them through their Early Years facilities.

2.3 East Dunbartonshire

Following the success of the Make it Safe Campaign in North Lanarkshire, East Dunbartonshire Council was keen to run a similar campaign that would see its residents benefit from a safer home environment for its children. East Dunbartonshire Council was in the position to be able to self fund this campaign and full support was given by RoSPA throughout.

The Make it Safe campaign in this area started later than the other three campaigns in Fife, South Lanarkshire and Scottish Borders. This was due to East Dunbartonshire Council approaching RoSPA when the other campaigns had already begun. Partnership working with other agencies was decided to be the best way forward for this campaign, as it had proved to be a success in the pilot campaign in North Lanarkshire. The campaign in this area ran for four months from July 2011. The campaign had to finish at the same time as the others as provisions were in place for the evaluation of the campaign and this could not be extended and it had



been agreed at the start of the Scottish Government funded campaigns that they would end September 2011.

2.3.1 Resources

East Dunbartonshire received 3000 cleats and 3000 leaflets at the start of the campaign. From this allocation, approximately 600 cleats and leaflets were distributed. With only one member of staff to coordinate the campaign and unforeseen circumstances arising, there was not as much time spent on the campaign as envisaged.

2.3.2 Distribution Channels

East Dunbartonshire Council decided upon two partners to help with the distribution of cleats and leaflets and these were Strathclyde Fire and Rescue Service and Care and Repair. Each of these partners also had a responsibility to collect telephone numbers for evaluation purposes when consent was given. East Dunbartonshire Council was the key point of contact for the campaign in terms of distributing the resources to partners as well as ensuring the collation of evaluations.

Issues arising within these partner organisations resulted in no cleats being distributed. As the aims of this campaign were to educate families so they can make informed decisions about buying blinds with looped cords and amend their current practices around existing blinds with looped cords further information on these issues has not been detailed.

Make it Safe information packs were distributed by the Council at community events, open days and through promoting their availability in press releases. It was reported that the bright colours on the leaflet drew people's attention to them when they were on display at promotional events.

2.3.3 Evaluation

The evaluation of this campaign, facilitated by RoSPA and the Wise Group, took place from July 2011 to October 2011. Recipients of the cleats and leaflets were called approximately one month after receiving the information as this time scale was deemed sufficient to see if any of the information received had been acted upon.



53 telephone numbers were returned for evaluation purposes and this resulted in a 38% response rate.

The evaluation results show that:

- 75% of respondents remember someone talking to them about blind cord safety
- 53% of respondents were not aware of the information or advice surrounding blind cord safety before receiving the Make it Safe Information. It is promising to see that 65% of respondents have since gone on to discuss the risks of blind cord safety with other parents or carers.
- At the time of receiving the Make it Safe information 50% of respondents had blinds in their home with looped cords. 82% of respondents had fitted the cleat that they received and reasons for them not being fitted were that the blinds have since been taken down and others were waiting on a family member to fit them.
- Respondents were asked “If you were likely to buy blinds for your home in the future, how likely is it that you would buy blinds with looped cords?” A total of 90% of respondents said they would be “not very likely” or “very unlikely” to do so. Safety reasons came out as the main concern that would put the respondents off buying blinds with looped cords. Comments included “Don’t like the thought that they could harm your children” and “Due to the safety reasons that have been brought to my attention through the campaign”. The small percentage that would be very likely or quite likely to buy blinds with looped cords stated this was because they are cheaper to buy and they are easier to operate.
- 95% of respondents would recommend the offer of a free cleat and the reason for not doing so was “It’s not something I’d bring up”.
- Respondents were asked “...have you taken any other actions in the home with regards to blind cord safety?” to see if they had acted upon the information received. 45% have taken further action to reduce the risks from looped cords with the majority moving furniture away from windows. Other comments included “Removed blinds from the kids room and put up heavy



curtains instead” and “Removed any excess ropes hanging from washing line, tied up pulley rope”.

- The survey concluded with respondents being asked for any further comments they had on the Make it Safe Campaign. From those that left comments they were all positive and offered support to the campaign. Comments included “Really helpful and useful advice”, “Think it’s great. You see all this lovely stuff for your new baby but don’t always see the dangers”.
- Additional comments on the campaign include:

“After receiving the offer of a cleat I ordered one for myself but also photocopied the offer and gave it to all my parents so that they could order for their own home”

“Good information and all round good campaign for people with young children”

2.3.4 Challenges

The main challenges faced during this campaign were getting sufficient numbers of cleats and leaflets out and matters relating to partnership working.

Feedback also suggests that respondents would have preferred a paper copy of the evaluation questions rather than a telephone call.

Comments were also received on the safety device (cleat) given out as some found it unsuitable for their window surrounds and would have liked an alternative choice.

2.4 Scottish Borders

The Scottish Borders provided a good geographical area to run this campaign and a dedicated home safety working group was in place to oversee the campaign. This group was made up of a variety of partners who all helped with the distribution of the Make it Safe resources.



2.4.1 Resources

2000 cleats and 2000 leaflets were allocated at the start of the campaign. In July 2011, an additional 400 cleats were provided as the initial supply was coming to an end and there was still demand for a free cleat and leaflet. From the 2400 supplied there were approximately 150-160 cleats left at the end of the campaign. These remaining cleats are to be handed to local health visitors for distribution in deprived areas.

2.4.2 Distribution Channels

The partners involved in this campaign who all committed to distributing the Make it Safe information were Lothian and Borders Fire and Rescue Service, Borders Care and Repair Service (who also offered to fit the cleats), Scottish Borders Council Social Work department, local child care facilities (nurseries, play groups and mother and toddler groups) and through the Council's home safety promotional activities at local events. The principle distribution channels were through the Fire and Rescue Service and playgroups and nurseries, who issued 75% of the resources.

2.4.3 Evaluation

The evaluation of this campaign was to be done through telephone calls from the period May 2011 to October 2011. A total of 10 telephone numbers were submitted at the start of the campaign and four responses were recorded. Following this there were no more numbers submitted. The project brief set out at the start of the campaign stated that all partners involved should gather names and numbers for evaluation purposes. However the method that was used to gather these numbers differed from that of the tried and tested method in North Lanarkshire which was to get details written down as the information was distributed. The method that was adopted by Scottish Borders was to include a postcard within the Make it Safe pack and have respondents return it, either to the Council or to the place where the information was picked up from e.g. the nursery school.

It has been suggested that possible reasons for the low return of numbers was partially down to the return card not having pre paid postage and this reduced potential responses. On reflection, it was deemed that this method was not as successful as anticipated and numbers should have been gathered as the packs were handed out, rather than relying on people returning an information card.



Due to the low numbers submitted for evaluation purposes the evaluation telephone calls did not take place.

Feedback from Care and Repair stated that the uptake of the resources was not as good as anticipated and while some cleats had been fitted a lot of elderly clients refused them as they would have been at a height they could not comfortably reach.

Scottish Borders Council has said that it was clear from an early stage in the campaign that there was a general lack of awareness amongst the local population of the dangers posed to young children from loose blind cords. The Council would consider supporting such a campaign in future years but would reconsider the partners involved and utilise other partners that reach the homes of young children such as health visitors.

2.5 RoSPA

RoSPA was able to act as a facilitator and offer support to the key partners throughout the duration of the six month campaign. Feedback indicated that RoSPA was well placed to do this and were found to be “very useful” by all partners. Comments from the partners include:

“It was great having child safety as a main topic of conversation when it’s something that is not normally spoken about between parents”

“I found that it provided me with an excellent opportunity of discussing other home safety issues not only with parents but with grandparents and other family members”

“I think the kudos of having RoSPA behind the project helped in raising the profile of the programme in the media. Local papers don’t always pick up on campaigns run by local authorities but having RoSPA on board helped with that resistance”

2.5.1 Campaign development

Previous work with the pilot campaign in North Lanarkshire put RoSPA in a good position for being able to guide the partners down the most successful route to achieve the campaign outcomes. All partners indicated that they were given adequate information about the risks of blind cords before they began distributing the



leaflets and cleats. A project brief was drawn up with each of the partners to detail roles and responsibilities throughout the campaign. This was introduced as a result of the recommendations from the pilot campaign in North Lanarkshire.

Despite having a project brief in place there were still a few challenges with the monthly return of numbers for evaluation purposes. The agreement stated numbers should be returned on a monthly basis however various reasons were given for this not happening. The two main reasons were that the schools were on holiday and no numbers were collected and that the other partners involved were not gathering any information. This was an issue with several of the partners however the overall numbers involved with the evaluation were deemed to be sufficient and resulted in a good response rate.

Partnership working did have its problems and regardless of the project brief being in place there were misunderstandings with several of the services in their actual role. The responsibility of engaging with partners to inform them of their roles was down to the key partners and this is an area that will need to be reviewed for any future work.

Nonetheless, RoSPA felt that the four Make it Safe campaigns were a success and despite not being able to evaluate all four areas, a huge number of cleats and leaflets were distributed and advice given to a number of people on the dangers of looped blind cords, thus meeting the aims of the campaign. To sum up, one partner quoted "A worthwhile project that was satisfying to complete, you knew that every cleat handed out was going to make a difference".



3 Conclusion

The Make it Safe campaign has succeeded in distributing leaflets and cleats across Fife, South Lanarkshire, Scottish Borders and, to an extent, across East Dunbartonshire. This has in effect made homes safer and recipients have been educated on the dangers of looped cords. From the three areas that were evaluated 70% of respondents or above have now fitted the cleat.

The demand for cleats and leaflets in Fife, South Lanarkshire and Scottish Borders was overwhelming and additional resources had to be supplied to meet the demand to ensure the campaign could run to the end of September 2011. Recipients of the cleats felt that it was such a worthwhile campaign that over 50% of them have been discussing the dangers of looped cords with other parents and carers.

South Lanarkshire has felt that this is such a worthwhile campaign that the distribution of cleats and leaflets will continue after September 2011, primarily through Early Years facilities.

Prior to this campaign Fife had included blind cord safety in their Fife Cares child safety assessments and will continue to do so but will have to consider the sustainability of the cleat over other safety devices which do not require to be fitted.

Scottish Borders felt that the campaign had been positively supported by the public and consideration will be given to supporting the promotion of this campaign in future years.

East Dunbartonshire will continue to distribute their resources that were not handed out but will review the way they are distributed and will consider working with different partners in order to ensure that the cleats and leaflets reach a number of different target audiences.

Despite the overall success of this campaign several issues were faced. Even though a project brief was in place detailing each of the partner roles there was still some misunderstandings due to a breakdown in communication between partners involved in distributing the Make it Safe information. This resulted in a low number of cleats being distributed in one area and also affected the information that was submitted for evaluation purposes in a couple of areas. These issues will need to be reviewed for any future work.

Difficulties arose also in the collation of information for evaluation purposes. This was down to different methods being adopted from the one recommended as well as some partners not gathering in any of the details required once they had distributed



the cleats and leaflets. Again, such information was detailed in the project brief and this will have to be further investigated as to why it was not followed.

The project briefs that were drawn up between RoSPA and the key partners in this campaign would definitely be used again as they provided guidance and instruction on everybody's role that was involved in the campaign. However, instead of getting all the partners to report to the named key person each month it would be an idea if all the partners reported directly to RoSPA on a stated basis and this would perhaps help to iron out any identified issues before they became detrimental to the outcomes of the campaign.

A total of 12,500 cleats and leaflets have been distributed across Fife, South Lanarkshire, Scottish Borders and East Dunbartonshire in a six month period and has resulted in giving consumers the knowledge and power to make an informed choice around the purchase of blinds and window dressings with looped cords.



4 Recommendations

There is a need for the Make it Safe campaign to continue and ensure that people are aware of the dangers and they are given the information required to make an informed choice on any future purchases. Evaluation results have proved that there are many people who are unaware of the dangers of looped cords and RoSPA would like to see the campaign being extended to all areas across Scotland to ensure carers of young children are further educated on the importance of amending their current unsafe practices around looped blind cords.

This campaign was evaluated during its pilot stage and additionally with the further roll outs and has proved to be a great success. Therefore, proportionately less money per future campaign would be required as RoSPA's role would just be to distribute the resources and offer advice and support where necessary. A detailed evaluation would not need to be undertaken, however, RoSPA would still be involved in obtaining basic information on how the campaign has reached local areas.

Any further local authority areas that take part in a campaign will need to be aware that if their channels of distribution utilise Early Years facilities there may be issues with distributing resources during periods close to holiday closures. This will need to be highlighted to any necessary partners so that alternative distribution choices can be made or more appropriate times of the year considered.

Once the initial Make it Safe information has been received, there is a need to keep awareness raised and communication channels such as the media should be used to keep reminding the public of the dangers of looped cords. RoSPA's expertise in engaging with the media will allow optimum support to be given in obtaining publicity for general awareness raising and for any additional campaigns that may run.

In order to ensure continued distribution of cleats and leaflets, RoSPA recommends the delivery should be mainstreamed through organisations that have a role in visiting homes, e.g. health visitors and fire officers. This distribution channel will ensure that a greater number of households are reached.

RoSPA is well placed to facilitate blind cord awareness raising campaigns and would welcome the opportunity to assist with extending the extremely cost-effective Make it Safe Campaign to further areas across Scotland. In this respect RoSPA will actively seek potential sources of further funding.