

SAFE STORAGE OF HAIR STRAIGHTENERS

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Background

- Approached by Burns Nurse Specialist RHSC.
- Set up and chair the steering group (Multi-agency and multidisciplinary)
- Consider the evidence and further research.
- Consider good practise and how to progress.



Steering group members.

- Multi agency steering group convened.
- Role and remit of group.
- Project aims, activities, slogan and timelines agreed.
- Further evidence collated

Audit carried out in 2007:



- 36 children attended A & E at RHSC
- Mainly 0- 3 year olds.
- Injuries were mainly to hands & feet.
- Some required skin grafting and intensive treatment.

The injuries



Campaign to prevent hair straightener contact burns in under 3's.



Injuries



Injuries

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Injuries

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Project plan and resources

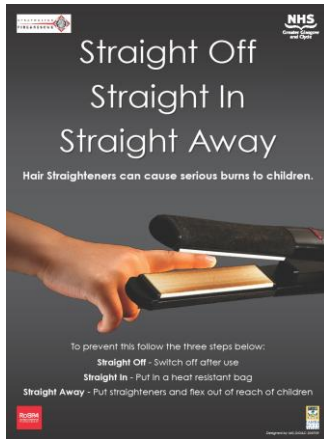
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- Consideration of project aims, objectives and project plan as well as funding.
- Social marketing aspect of campaign.
- Point of action to distribute free heat resistant bags.
- How would this role out?
- Focus Groups.

Focus groups & research



- Hair straighteners used by all ages and sexes.
- In some families used by different family members throughout the day.
- Members of the public identified burning their bedding, carpets, pillows and highlighted potential house fires could occur.





Project launch



- Press launch with partners.
- 6,000 heat resistant bags distributed over 3-6 month period.
- Longer term targeted approach.
- Posters distributed to GP practices, Acute Locations (All A&E departments), Yorkhill, SFR, Pharmacies, Schools & Pre 5 centres, Libraries, Community CH(C)P screens and Acute screens.




Extensive Media coverage




- Major TV news and radio.
- Widespread in every national publication including the Times of London.
- On line Twitter and Facebook.
- Web sites ROSPA, NHSGGC, James Watt and others.
- Recent press coverage in local publications.

Media




<http://video.stv.tv/?bcpid=37654293001&bclid=0&bctid=53953432001>

Distribution of resources



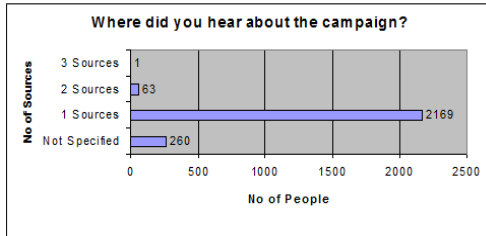
- Boots :beauty and electrical retailers in Braehead.
- Parent and children teams (GGCNHS)
- A& E and other departments in acute settings
- Strathclyde Fire and Rescue.
- James Watt College.

Evaluation

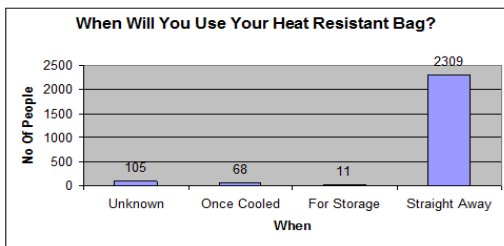


- Intensive and threefold.
- To date 2493 evaluation cards returned , a 42% return
- Of the 2493 returns, 2396 indicated that they intended to store their hair straighteners in the heat resistant bag provided. 2309 indicated that they would do this straight away.
- 295 people indicated that they were not aware of the risks of contact burns to young children from hair straighteners prior to the campaign.

2223 people had heard about the campaign



Understanding the safety message



Requests for information



- Inundated with requests for heat resistant bags.
- Purchase more heat resistant bags, again contact large suppliers to get them on board.
- Launch phase 2
- Continue to deal with enquiries.



Thank you for listening
