

# Take Action Today

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## Poisoning Prevention Campaign – East Ayrshire

Version: 1  
Date: May 2019

# Introduction

The 'Take Action Today, Put them Away' campaign was a highly successful project developed in consultation with the UK Cleaning Products Industry Association to a number of locations across England. RoSPA Scotland launched the campaign for the first time in 2018 to two local authority areas: The Scottish Borders and East Ayrshire.

## Background

RoSPA is a charity whose work centres on two simple statements – our mission and our vision.

**Our vision: Life, free from serious accidental injury**

**Our mission: Exchanging life-enhancing skills and knowledge to reduce serious accidental injuries**

RoSPA's vision is drawn from our respect for life and all that it contains – the freedom to enjoy personal choices, health, happiness, wellbeing, relationships, and a huge variety of life-affirming activities. Serious accidental injuries are a burden – a burden which afflicts too many, preventing them from enjoying life to its fullest – and one we are determined to free people from.

Our mission is how we intend to realise this vision. We know that we are not alone in our goals and that without others we cannot succeed. This is why we are committed to collaborate with large numbers of experts, ranging from individuals affected by accidents and their families to multinational corporations. In doing so we want to enable healthy, active lives through our skills and knowledge, while also seeking reasonable limits to potential harms that ensure these lives can be lived unhindered, and unburdened by fatal and life-changing accidents.

## Context

Every year in the UK more than 6,000 people die in accidents in the home and 2.7million turn up at accident and emergency departments seeking treatment. In 2017/18 poisoning was the second most common injury in 0 – 4 hospital admissions in Scotland, accounting for 503 admissions<sup>1</sup>. This data does not reflect other poisoned children who presented to A&E departments across Scotland and not subsequently admitted overnight. It also does not take into consideration the large number of enquiries about poisoning received by NHS 24 in Scotland.

Because of their inquisitive nature, children under five years of age are most at risk. Few children die and many require little or no further treatment but the anxiety and distress caused to both child and parents could be avoided by increased awareness.

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<sup>1</sup> <sup>1</sup> ISD (2018) Unintentional Injuries - Hospital Admissions: Year ending 31 March 2017 - Deaths: Year ending 31 December 2016. Available online: [http://www.isdscotland.org/Health-Topics/Emergency-Care/Publications/2019-03-05/UI\\_Table1\\_Mar19.xlsx](http://www.isdscotland.org/Health-Topics/Emergency-Care/Publications/2019-03-05/UI_Table1_Mar19.xlsx) (accessed April 2019)



## National Outcomes

The 'Take Action Today – Put them Away' campaigns fits in with the Scottish Government's Building Safer Communities vision "of a flourishing, optimistic Scotland in which resilient individuals, families and communities live safe from crime, disorder, danger and harm", and Scotland's National Outcomes, specifically that "We live in communities that are inclusive, empowered, resilient and safe".

The work compliments the GIRFEC SHANNARI principles and supports Article 24(e) of the UNCRC as well as the Scottish Government's Child and Adolescent Health and Wellbeing Action Plan.

## Description of the Project

The aim of the campaign was to provide suitable risk assessment tools and educational materials to help equip consumers with young children with the skills and knowledge to ensure they are able to recognise potential dangers with regard to household chemicals.

## Geographic Location

The campaign took place in East Ayrshire, which is situated, in the Ayrshire & Arran NHS board area. This area recorded higher than average hospital admissions for under-fives due to poisonings in the home (see figure 1)

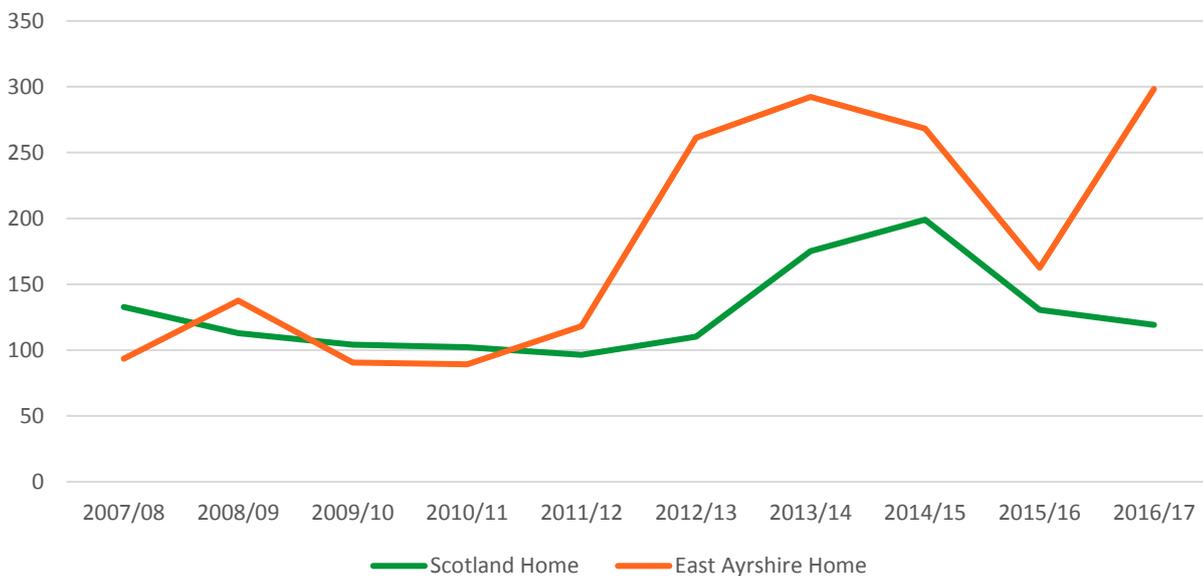


Figure 1: Poisoning in the home admissions 0-4 yr age group rates per 100,000 - Scotland, Ayrshire and Arran

The key partner for this project was the Local Authority who facilitated the project with a number of different partners (including Health) to ensure the effective delivery of the campaign.



## Resources

The key educational element of 'Take Action Today, Put Them Away' campaign is a magnetic pad with safety advice that can be put on a fridge or other metallic kitchen appliance.

It is a simple and effective assessment tool for use in and around the home.

The educational messages listed on this magnet are:

- Never pierce or break laundry capsules or tablet.
- Always close the lid on products
- Remember nothing is child proof
- Store household cleaning products out of reach, a secure cupboard is best
- Always keep cleaning products in original containers.



A campaign poster was also created and distributed across the council area to highlight the campaign and issues around cleaning products.

## Evaluation

### Launch

East Ayrshire launched the campaign as part of the National Play Day event held in Kay Park, Kilmarnock on August 1<sup>st</sup> 2018



Figure 2: East Ayrshire Launch



## Distribution

East Ayrshire successfully distributed 3,000 of the resources across their local authority areas to families. They were distributed through East Ayrshire’s 35 Early Education and childcare establishments.

## Media

A concerted effort was made to attract media attention in Scotland. This included a launch of the Take Action Today campaign with press releases. This helped spread the safety messages further afield and reached more families.

The RoSPA press release can be accessed online [here](#).

East Ayrshire also sent out an information bulleting across their council and social media was used to raise awareness of the campaign through RoSPA Scotland twitter @RoSPAScotland.



## UKCPI News

Latest news articles from UKCPI

**UKCPI and RoSPA bring safety campaign to East Ayrshire**  
Thursday, August 16, 2018



Families in East Ayrshire are being urged by the UK Cleaning Products Industry Association (UKCPI) and the Royal Society for the Prevention of Accidents (RoSPA) to take action to protect their children from the risks of household cleaning products.

The latest phase of the Take Action Today, Put Them Away campaign was launched yesterday (Wednesday, August 1) at East Ayrshire Council's Vibrant Communities Playday at Kay Park, Kilmarnock.

## East Ayrshire children protected from cleaning product injuries in RoSPA campaign

01/08/2018

Families in East Ayrshire are being urged by the Royal Society for the Prevention Accidents (RoSPA) to take action to protect their children from the risks of household cleaning products.

The latest phase of the Take Action Today, Put Them Away campaign was launched yesterday (Wednesday, August 1) at East Ayrshire Council's Vibrant Communities Playday at Kay Park, Kilmarnock.

This follows the scheme's success in Birmingham, Liverpool, King's Lynn, Nottingham, Newcastle and Bradford, where 240,000 families have been helped to prevent poisoning and eye injuries.

## Tweet Activity

**RoSPA Scotland** @RoSPAScotland  
The Take Action Today campaign is currently running in two local authority areas in Scotland. Our aim is to prevent poisonings in the home to children under the age of five. Help us spread more awareness #TakeActionToday @scotborders @EastAyrshire @theBSCprogramme

Impressions	5,531
Total engagements	23
Retweets	8
Likes	6
Profile clicks	6
Detail expands	3



## Feedback from parents

Overall, 134 evaluation feedback forms were successfully returned (this constitutes an approximate 4% return).

One hundred per cent of respondents said that they liked the campaign materials (n = 132, 2 blank). In addition, 124 respondents said that they had or would share the information they had learned with friends and family (n =124, 12 blank).



Respondents were asked if the resources had prompted them to take action and store any household cleaning products away safely. 54 per cent responded that they had taken action, whilst 43% noted that they were already aware and had safely stored away any hazardous products (see figure 3).

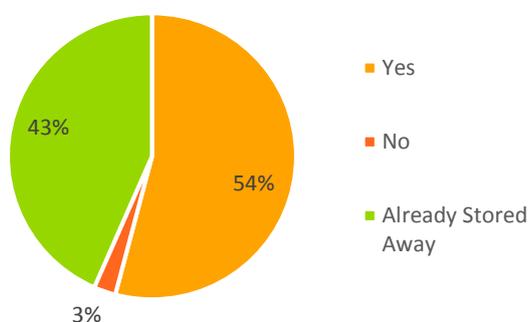
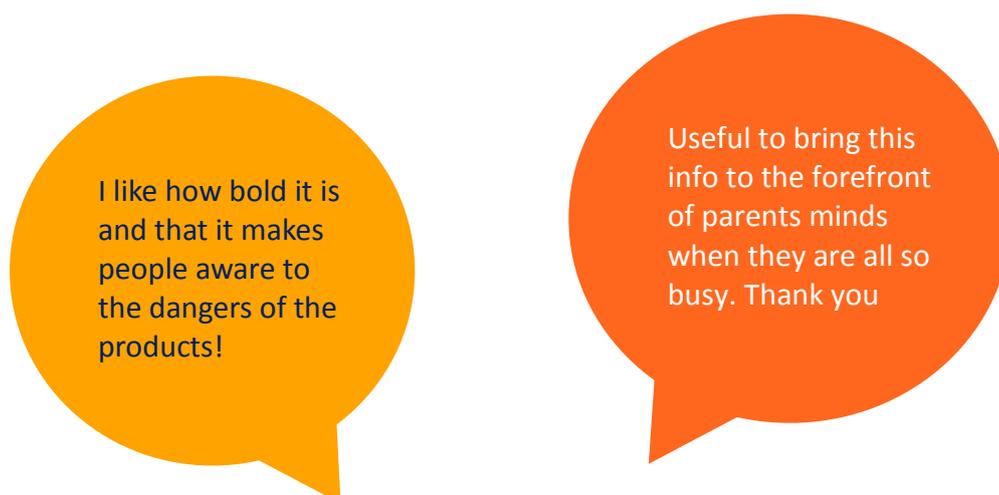


Figure 3: Prompt to take action and store household cleaning products safely away (n=122, 12 blank)

Respondents also provided some useful qualitative feedback on the resources and the project as a whole. This can be seen below:



Other comments:

- Very informative
- It is important to remind parents of the dangers
- Keeps me aware
- Informative and helpful
- Fridge magnet is a good idea – safety message always visible

## Next Steps

RoSPA will continue to seek out funding opportunities across Local authorities and Health Boards areas to provide support in order to replicate this campaign across other areas of Scotland.





accidents don't have to happen

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