



The Royal Society for the Prevention of Accidents

POISONING AWARENESS-RAISING PROGRAMME

Delivered by RoSPA on behalf of the
UK Cleaning Products Industry Association (UKCPI)

January 2016

Sheila Merrill - Public Health Adviser
Alison Brinkworth - Public Health Communications & Support Officer

TAKE ACTION TODAY, PUT THEM AWAY

Take Action Today, Put Them Away Evaluation Report

A major pilot programme was set up by RoSPA with funding from the UK Cleaning Products Industry Association (UKCPI) in 2013 to promote awareness and prevent child accidents in the home from household cleaning products.

Key facts and figures

- Over the past three years, a rolling programme has been launched in six regions - the West Midlands, Liverpool, Bradford, King's Lynn, Nottingham and, most recently, Newcastle.
- In total, 120 local partners have delivered the programme.
- Partners who deal with target families in childcare and healthcare settings received education on poisoning dangers of household chemicals, which has a long term legacy beyond the time of this programme.
- Social media also targeted key audiences and professionals and regularly reached up to 26,000 people.
- The key educational element of Take Action Today is a magnetic notepad with safety advice that can be put on a fridge or other metallic kitchen appliance.
- At least 240,000 families responsible for young children have received advice and resources
- Take Action Today has had a reach of over 4 million people through television, radio and newspapers
- Some of the highlights included a preview to the campaign in 2013 that aired on national ITV television breakfast show Daybreak, which had 597,000 viewers.
- The surveys from practitioners and families showed positive feedback in terms of awareness of dangers and behaviour change.

A majority of families said they had taken action or shared safety messages after their encounter with the programme.

- A dedicated Take Action Today cleaning product safety web page was added to the RoSPA website allowing material to be easily downloaded and signposting families to where they could obtain resources in their local area.
- Early indications show a drop in number of children attending emergency departments due to poisoning.
 - Birmingham 50% decrease in A&E attendances
 - Liverpool 50% decrease in A&E attendances
 - Bradford 25% decrease in admissions

- Whilst not part of the UKCPI funded campaign, the work in Glasgow achieved an 88% decrease in admissions at the Yorkhill Hospital.

The above figures highlight the benefits of a locally delivered consumer awareness campaign.

Future Programmes

2015-16 - Covered by existing funding

The next launch of the Take Action Today, Put Them Away campaign will be on March 10th in Hampshire. This sits within RoSPA's Family Safety Week, which this year focuses on the under-5s. We have engaged, free of charge one of RoSPA's celebrity ambassadors, Martin Roberts from Homes under the Hammer to launch the event, which should give us excellent media coverage and also attract parents.

2016-17

Over the past three years, this programme has been supported by the Department for Business, Innovation and Skills (BIS), which has supported a percentage of the administration costs allowing us to spend more of the UKPCI funding on resources. However, it is highly unlikely that this will be available in 2016-17 as funding availability has changed considerably, which may result in a severe cut in support from the Government. The quote for the next set of resources is also higher due to poor exchange rates - the result being that we will only be able to purchase 80,000 notepads instead of 100,000

RoSPA will therefore have to reconsider the number of resources that we will be able to purchase and distribute.

My suggestion for 2016-17 is that we launch in an eighth area, distributing approximately half of the resources, depending on the demographics. The remainder would be used to support those who are already delivering the campaign, in order to maintain the reductions in attendances and admissions. This would equate to around 6,500 for each area.

Background

A major pilot programme was set up by RoSPA with funding from the UK Cleaning Products Industry Association (UKCPI) in 2013 to promote awareness and prevent child accidents in the home from household cleaning products.

In order to equip professionals and consumers with the skills and knowledge to recognise potential dangers from household chemicals, the scheme provided families with a free handy magnet pad featuring key safety advice. This aimed to educate consumers so they could take steps in their own homes to prevent accidental ingestion or other injuries to children.

In addition to this, partners working with families with young children, such as healthcare workers, children's centre staff, health visitors and mother and toddler groups, were provided with free checklists and background material to use as part of a wider education programme.

Over the past three years, a rolling programme has been launched in six regions - the West Midlands, Liverpool, Bradford, King's Lynn, Nottingham and, most recently, Newcastle. In total, 120 local partners have delivered the programme.

This evaluation report takes into account feedback from partners and also from families who were targeted in earlier pilot regions of Birmingham and the West Midlands, Liverpool and Bradford as responses from the more recent campaigns are still being collated. Whilst we have updated data from Birmingham and the West Midlands and Liverpool it is still too early to gain a full picture from the remaining areas. Data has been applied for and we are waiting for feedback.

Responses also include those received as part of a focus group held in Birmingham in April 2014 and survey results with parents sent from Sefton Council, near Liverpool, which was given a test sample of the material as part of its Safer Homes project and gained responses from parents.



Resources:

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

The first two phases of the programme in the West Midlands and Liverpool used the initial design (pictured), which had a magnet with a detachable pad. In this phase, 60,000 of the magnets were distributed across Birmingham and the West Midlands while 20,000 were handed out in Liverpool.



Figure 1: Original magnet used in phase one

Comments were also made that the popularity of the pad meant it was being detached and used separately from the magnet that displayed the safety messages. With this in mind, efforts were made to combine the pad, magnet and messages so they could not be separated. The result was the pad shown below, which has been used in all other regions.



The 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.

Figure 2: Redesigned magnet used from phase two

Partners:

Partners distributing the magnets within the communities were selected for interacting with target families through various services, from health visitors to children's centres, hospitals, trading standards officers and parenting groups.

As rates of accidents, particularly child accidents, are often directly linked with poverty and deprivation, it was also important that we worked with partners who are in direct contact with families in the most deprived areas of each region.

A full list of partners is including in the appendices – appendix 1.

Parents, grandparents and carers (looking after children aged under five) were approached with the programme material in a variety of ways. Some were given advice in sessions at children's centres, others were introduced to the topic during home visits by health visitors or when visiting A&E or other hospital wards with their young children. Many partners also used the material as part of promotions during Child Safety Week.

Birmingham/West Midlands

Launch November 2013 (expanded to more partners in 2014)

Why the West Midlands? Three Birmingham hospitals reported that during the financial Year 2012/13, 717 children (an average of approx just under 60 per month) attended their Emergency Departments (A&E). Children under 2 year of age accounted for 70% of these attendances. 99.5% of all these children were successfully treated in A&E, although 3 (less than 0.5% of 717) were admitted to hospital as a result of having ingested "local astringents and local detergents". .

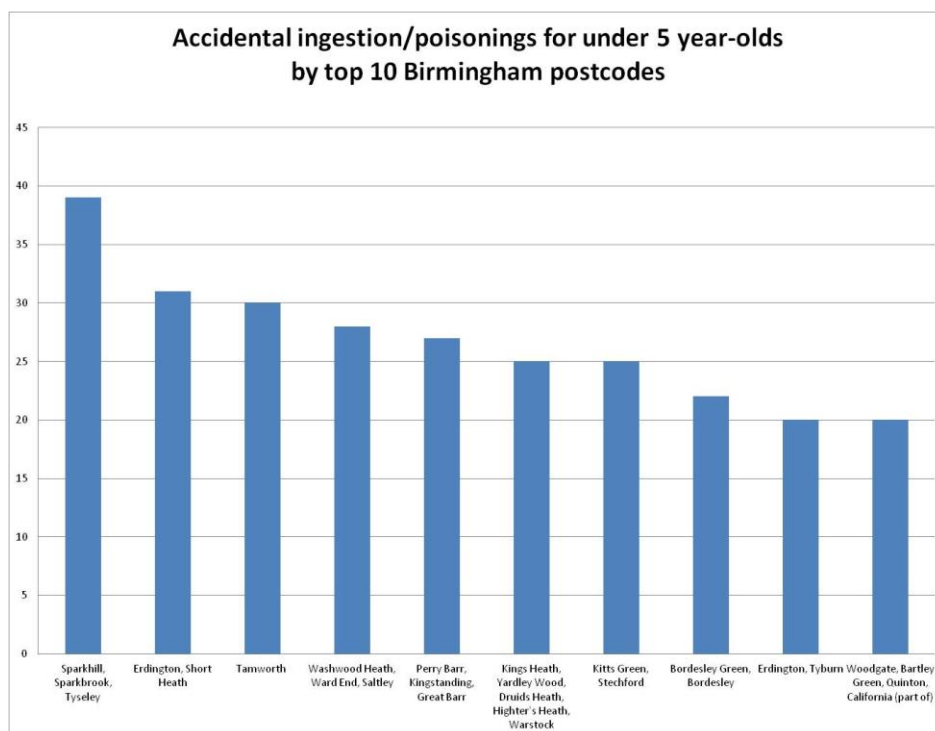


Fig 3: Source: The Birmingham Children's Hospital NHS Foundation Trust
Heart of England NHS Foundation Trust

The Results

The same three Birmingham hospitals reported that between April 2013 and December 2014, a total of 615 (an average of just over 29 per month) attended A&E with children under 2 years of age accounting for 74% of those attending.

This represents a halving in the average number of children under 5 attending A&E as a result of accidental ingestion / poisoning.

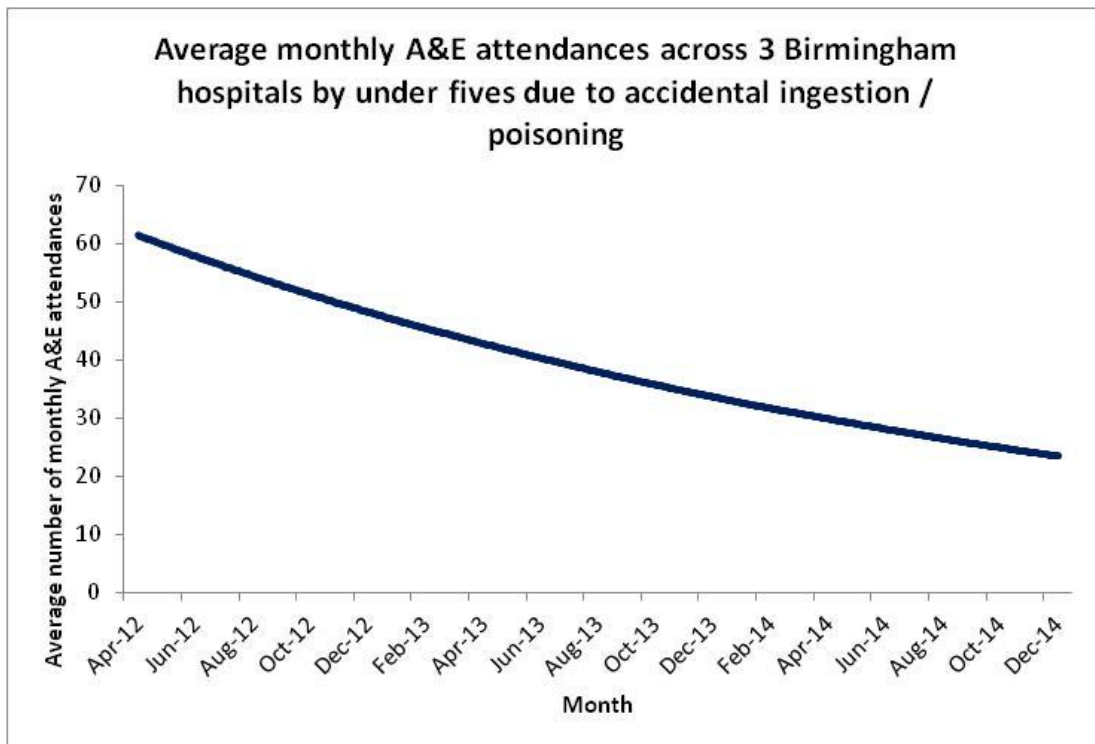


Fig 4: Source: The Birmingham Children's Hospital NHS Foundation Trust
Heart of England NHS Foundation Trust

How was this achieved?

Major hospitals across Birmingham were involved - Birmingham Children's Hospital and Heart of England NHS Foundation Trust.

Birmingham Children's Hospital is the specialist children's hospital in the West Midlands and treats nearly 250,000 children a year. Its outpatients department was the location for the Take Action Today launch in Birmingham. Magnets and information were handed out to parents of the relevant age group across inpatient wards, the outpatients department and via the pharmacy.

Birmingham's Heart of England NHS Foundation Trust is the largest NHS Trust in the West Midlands and in charge of health services and hospitals across Solihull, east and north Birmingham and runs three A&E sites at Solihull Hospital, Good Hope Hospital in Sutton Coldfield and Birmingham Heartlands Hospital

Carolyn Lindsay, Specialist Health Visitor Injury Prevention/Paediatric Liaison at the Trust, said information and resources were given out to families attending all three A&E sites. The photo below shows one of the families that received a magnet with the medical staff at Solihull A&E.



Figure 5: left to right Maxine Tomlinson (A&E lead Paediatrics), mother Paula and daughter Nancy, Ola Erifolami (A&E Consultant Solihull) Carolyn Lindsay (Specialist Health Visitor Injury Prevention/Paediatric Liaison HV).

Children's centres in Birmingham played a major role in this campaign. An example of why they were used is exemplified by feedback from Allens Croft Children's Centre, which is located in one of the more deprived areas of the city.

Lauren Jeffs, Children's Centre Groups And Activities Co-ordinator at Allens Croft Children's Centre in Birmingham, said one-off events were organised with parents to discuss the safety issues of household cleaning products. She added that the centre was also responsible for new birth visits in the local area when information, the magnet and safety checklist were given to parents as part of the registration process.

Staffordshire Child Death Overview Panel (CDOP), which is part of Staffordshire Police and co-ordinates safety campaigns for families, included Take Action Today advice in a special booklet going out to all new parents in the region. Faith Lindley-Cooke, coordinator at Staffordshire CDOP, said resources were used by specialist health visitors throughout Staffordshire and Stoke on Trent along with GP practices, health centres and children's centres.

Meanwhile, Birmingham Community Healthcare NHS Trust's Children and Families Division is responsible for the city-wide health visiting service, which gives health and wellbeing advice to parents with children under the age of five. Managers said the Take Action Today magnets were used as part of this service to inform parents of the risks.

Liverpool

Launch November 2013

Why Liverpool? Over the two years 2010-12, Alder Hey Children's Hospital NHS Foundation Trust reported that 308 children under-5 were seen in A&E as a result of accidental injuries, of which 120 were admitted.

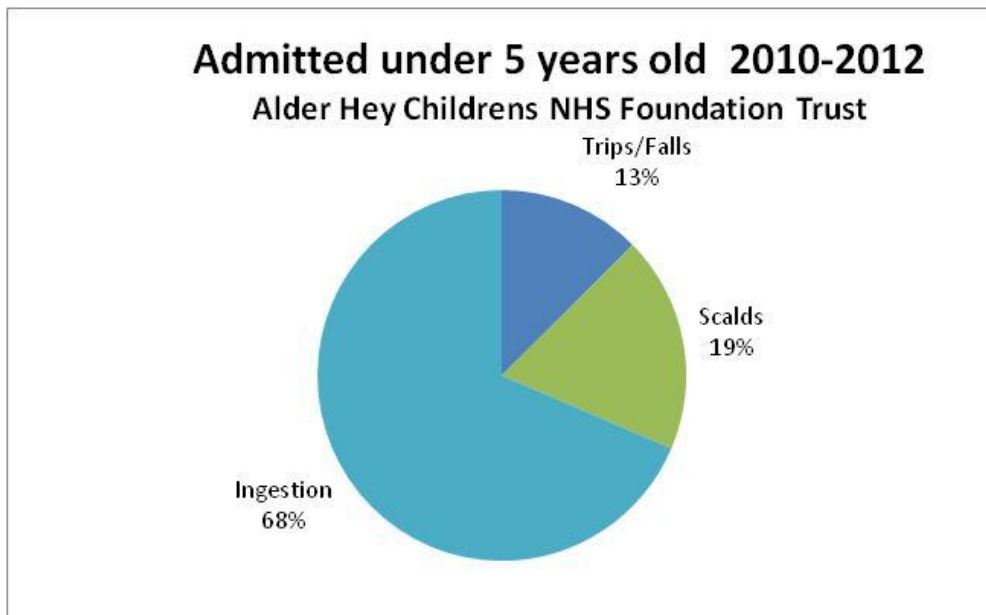


Fig 6 Source: Alder Hey Children's Hospital NHS Foundation Trust

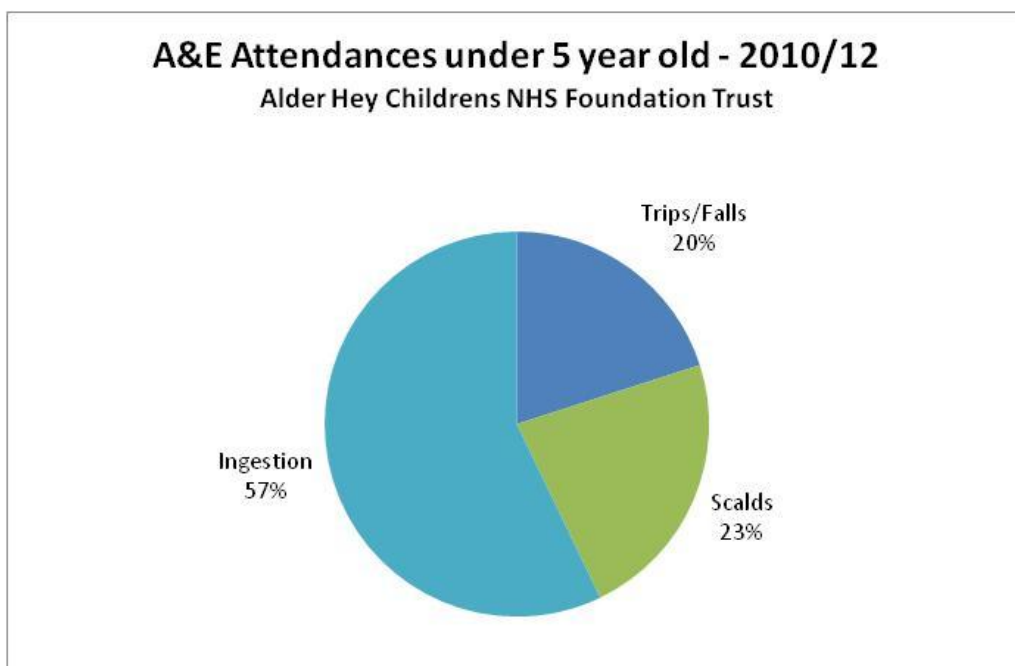


Fig 7 Source: Alder Hey Children's Hospital NHS Foundation Trust

The Results

Ahead of the Take Action Today campaign in Liverpool, RoSPA delivered the national Safe At Home scheme in the city from 2009-11, which focused on providing home safety equipment alongside education to the most disadvantaged families in areas with the highest accident rates. This included fitting pop it locks to cupboards that held both household chemicals.

Research into available accident data revealed that the 10 best performing areas with Safe at Home achieved a 29% reduction in hospital admissions for the under-5s target age group and Liverpool was within that group.

Since the launch of the dedicated *Take Action Today, Put Them Away* campaign in Liverpool in November 2013, latest available data indicates that there has been a dramatic reduction from 88 to 44 incidents relating to accidental poisoning in this age group. This represents a decrease of 50%.

Alder Hey Hospital - Accidental Ingestions Data 2011/12 – 2013/14

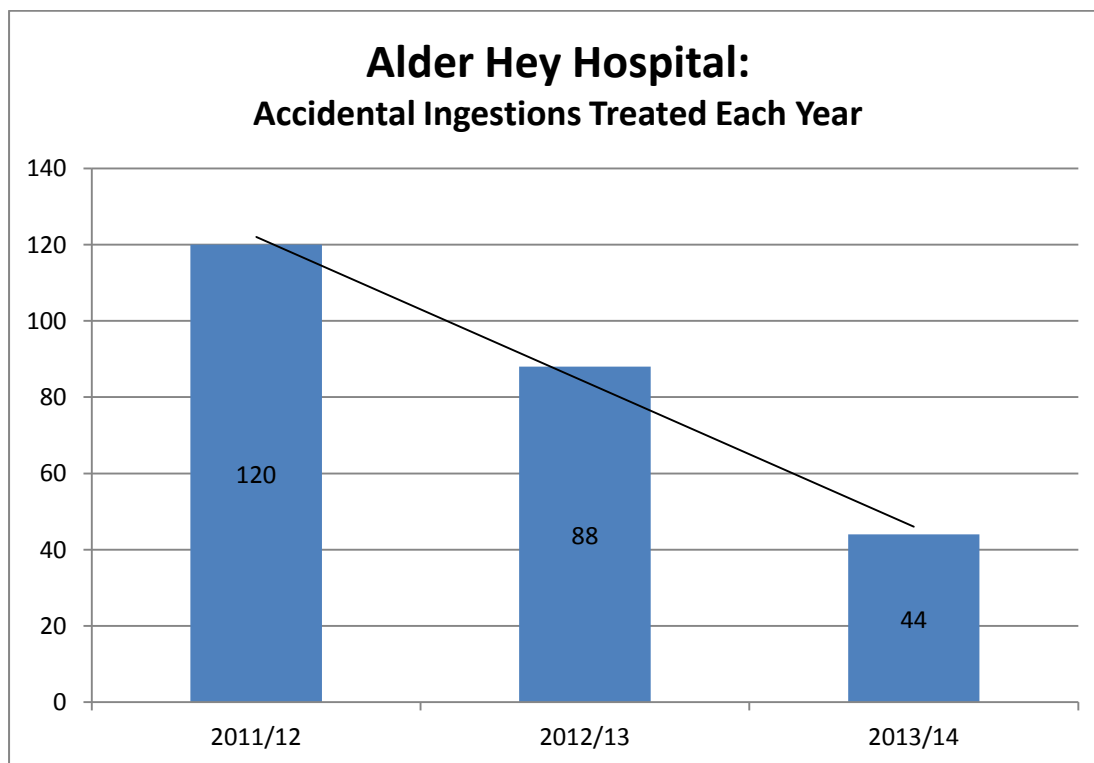


Fig 8: Decline in the number of ingestions since over the three year period 2011-2014. Children under 5

Source: Alder Hey Children's Hospital NHS Foundation Trust

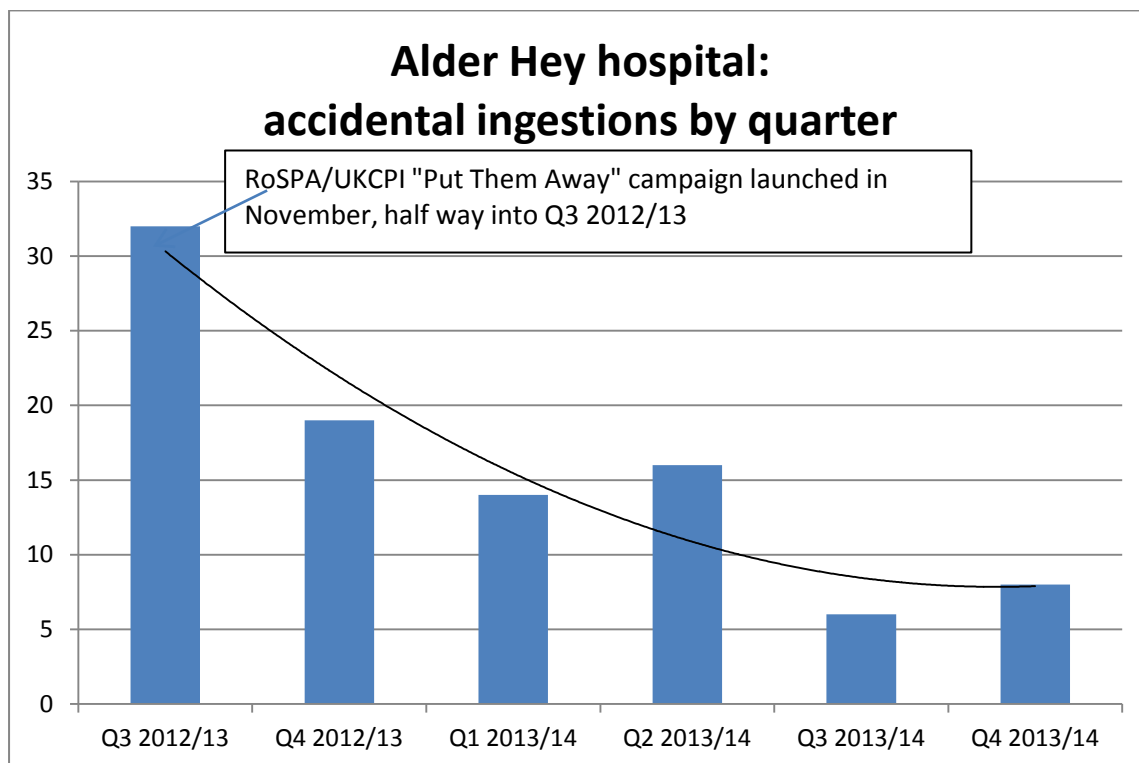


Fig 9: Decline in the number of ingestions by quarter - Children under 5

Source: Alder Hey Children's Hospital NHS Foundation Trust

How was this achieved?

Elizabeth Grady, health promotion practitioner at Alder Hey Children's NHS Foundation Trust in Liverpool, said that the hospital's 35 ward champions plus volunteers were used to give out magnets and information to families.

Miss Grady said: "I do think it (the magnets) got people talking about the dangers and the most common discussion was definitely liquid washing tablets. We received some good feedback from families and they reported liking the magnets."

"We asked volunteers at our main entrance to distribute the magnets to families attending the Trust. They stopped them and informed them about the campaign."

Miss Grady added along with families from across Merseyside, some children being seen at Alder Hey Children's Hospital were from further afield. Some families receiving a magnet and advice had travelled from as far as North Wales. Miss Grady said this "really shows how far and wide this campaign can go".

There were other promotions by Alder Hey, which took place in the community and included Take Action Today material. One example was a child accident promotion day at Kiddicare Superstore in Liverpool.

Miss Grady said: “The feedback from the magnets has been great and at the Kiddicare event we managed to talk to a lot of pregnant mothers, so we were giving messages for when the baby gets bigger.”

Claire Campbell, Service Manager for Liverpool Children’s Centres at Liverpool City Council, explained that 17 children’s centres that operate from 26 sites across Liverpool were promoting the Take Action Today campaign not only by using displays in reception areas, but also by taking the magnets and information out to families during home-visits.

Merseyside Fire Support Network, which implements Liverpool City Council’s home safety equipment scheme, also embedded the Take Action Today information into its home visits too.

Miss Campbell said: “Each children’s centre has an outreach strategy to engage the most vulnerable families in their areas, including families who live in the 1-10% most deprived areas.”

Bradford

Launch January 2015.

Why Bradford? During 2013/14 60 children under the age of 9 were admitted to Bradford Royal Infirmary and Airedale General Hospital as a result of poisoning, - the majority of these will be under the age of five.

The Results

Since the launch of the dedicated *Take Action Today, Put Them Away* campaign in Bradford in January 2014, latest available data indicates that there has been a reduction from 60 to 45 admissions relating to accidental poisoning in this age group. This represents a decrease of 25%.

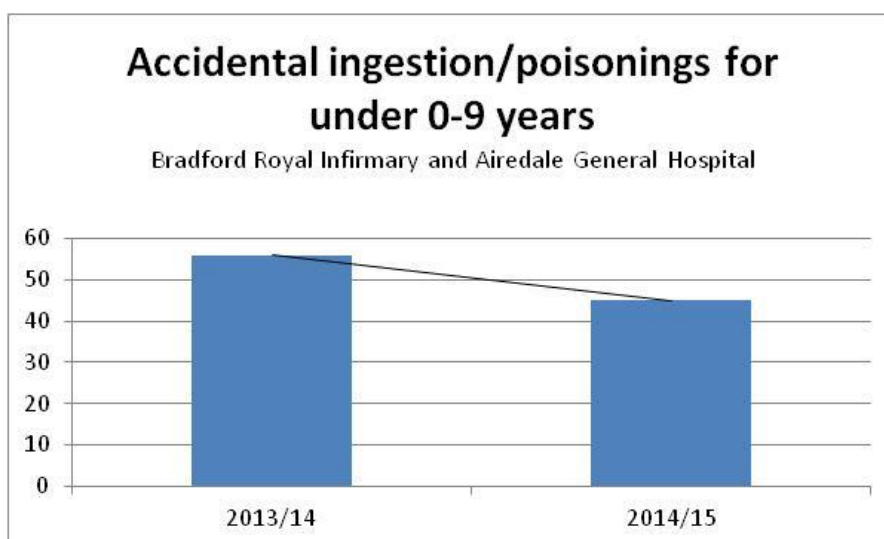


Fig 10: Decline in the number of ingestions by year

What was put in place:

Partners in Bradford include the A&E at Bradford Teaching Hospital NHS Trust, children's centres and nursery schools and Bradford Under Fives Association (BUFA), which works directly with the parents and carers of the target age group we aim to reach. Meanwhile, Shipley & Keighley Pre-School Learning Alliance reaches 80 parent and toddler groups with safety advice.

Bradford District is the fourth largest metropolitan district (in terms of population) in England, after Birmingham, Sheffield and Leeds, and is ethnically diverse. The district has the largest proportion of people of Pakistani ethnic origin (20.3%) in England.

With this in mind, partners were positive about the "visual" resource that they considered useful for the multi-cultural communities they served.

Denise Corbey, Family Support Assistant at Highfield Children's Centre in Keighley, said: "The Take Action fridge magnet was a visual reminder of keeping children safe, particularly to families where English is not their first language or that do not speak English." Miss Corbey added that her children's centre was targeting families of this kind.

Gemma Smith, Centre Manager at Princeville and Lidget Green Children's Centre in Bradford, said her staff were using the resources during home visits with families who lived in the most deprived households in Bradford – below 5% on the Index of Multiple Deprivation (IMD) rating. While Low Fold Children and Family Centre said 87% of its families were below in the lowest 30% IMD.

Nahida Khalid, Deputy For Families And Communities at Abbey Green Children's Centre, in Manningham, explained that as well as home visits and outreach work, staff were using other opportunities to raise awareness of Take Action Today, such as Stay & Play sessions and baby massage classes.

Angela Dadd, the A&E Liaison and Safeguarding Sister at Bradford Teaching Hospitals NHS Trust, said A&E staff give safety and education advice as well as treatment, so the Take Action Today resources are useful in that respect.

Norfolk

Launch February 2015

Why? Figures show 100 children under the age of five were admitted to Queen Elizabeth Hospital Kings Lynn NHS Foundation Trust as a result of accidental poisoning over a two year period (2012-14) - 87 via the A&E and the remaining 13 referred by GPs.

What was put in place:

Although the campaign in Norfolk is in its early stages and parent feedback is still being collated, partners have updated RoSPA on Take Action Today work.

Hospital workers, children's centre staff and trading standards officers were the main partners in this region, which was launched at Queen Elizabeth Hospital in Kings Lynn.

Martin Greaves, Lead Trading Standards Officer at Norfolk County Council, described how officers were targeting families with babies across the whole of Norfolk and distributing 1,000 safety packs, which would include the Take Action Today material.

Along with the packs, the Take Action Today advice is being used on a static display for children's centres in the region, in two libraries in King's Lynn, and in pre-schools, community housing centres and similar across King's Lynn and West Norfolk.

Nottingham

Launch June 2015

Why? An audit showed 390 children under the age of five attended A&E in Nottingham in 2014 as a result of accidental poisoning, which includes cases involving household cleaning products. Of these cases, a third of children were in the kitchen at the time of the incident..

The Results

This campaign is in its early stages and a re-audit will be carried during early 2016.

What was put in place:

Health visitors and hospital staff are playing a key role as partners in the Nottingham campaign. Staff at Queen's Medical Centre, run by Nottingham University Hospitals NHS Trust, are involved in the campaign, particularly the paediatric A&E department.

Across the city as a whole, health visitors are involved through Nottingham City Care Partnership along with many children's centres.

Newcastle

Launch September 2015

Why? Figures show 180 children aged five and under attended Newcastle upon Tyne Hospitals NHS Foundation Trust A&E in the 2014-15 year as a result of accidental poisoning, which includes cases involving household cleaning products. These young patients accounted for one in every 25 cases (four per cent) of all emergency injuries to children aged five and under treated in A&E during that year.

What was put in place:

Newcastle Upon Tyne Hospitals NHS Foundation Trust, health visitors and children's centres are at the forefront of spreading the campaign messages in and around Newcastle.

The launch took place at Newcastle's Royal Victoria Infirmary, where the programme will be promoted across departments including the children's wards.

Health visitors are playing a major role in this programme as it is being led enthusiastically in Newcastle by an Accident Prevention Specialist Health Visitor (Lindsay Ord), who contacted RoSPA after hearing of other launches in the UK and expressing a keen interest to be involved if it spread to the North East.

The Results

This campaign is in its early stages. Follow-up data will be sought during 2016

"Not for Play" Liquid laundry capsule campaign – RoSPA Scotland

The "Not for Play" campaign was a highly successful initiative aimed at tackling the growing concern of liquid laundry capsule ingestion injuries to children in the NHS Greater Glasgow and Clyde Board area. Children, averaging 18 months old, were being brought to the emergency department (ED) at Yorkhill Hospital in Glasgow as a result of ingestion of liquid laundry capsules. These products are small brightly coloured capsules used in washing machines and/or in dishwashers, containing a concentrated amount of liquid detergent which, if ingested, can cause serious injury.



The campaign utilised a multifaceted approach to raise awareness of the product, in order to try and prevent injuries. This included an information pack with a free cupboard catch being given to every family with a baby 12 – 16 weeks. The first year of the campaign was evaluated by RoSPA and Rocket Science. A mix of quantitative (baseline surveys, admission data) and qualitative methods (one to one interviews with families) was used to gather the results of the campaign.

The evaluation revealed a number of important points. Firstly, the campaign succeeded in raising awareness by at least 10% in the Greater Glasgow and Clyde board area. Secondly, the evaluation found that over half of the families used in the baseline survey stored their household cleaning products in an unsecured and unlocked cupboard. Results nine months after the start of the campaign found that 40% of families interviewed had installed the latch while 60% of health visitors reported positive changes when revisiting the family at 12 months. This suggests a clear change in behaviour to prevent injuries.

Lastly, the evaluation found that during the campaign period, admissions to Yorkhill Hospital fell from nine (pre-campaign year) to one. In addition, by ensuring the campaign, the estimated cost saving to the Ear Nose and Throat department at Yorkhill Hospital was around £144,000.

National Data

UK National Poisons Information Service (NPIS)

Since January 2008, the UK National Poisons Information Service (NPIS) has received over 3,600 enquiries regarding 3,528 exposures to liquid laundry detergent capsules (Fig.1; Annex 1); 95% involved children less than 5 years of age.

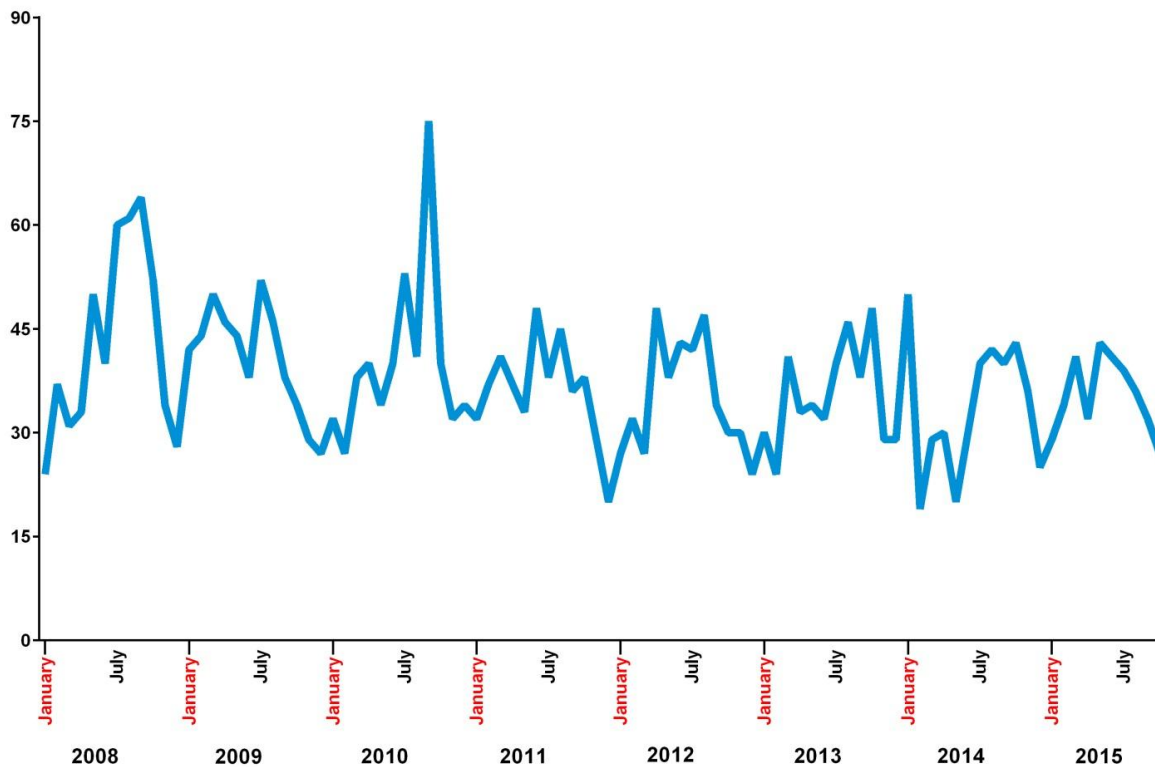


Fig. 10: Monthly number of exposures reported to the UK NPIS since January 2008

The NPIS has continued to monitor enquiries about people exposed to liquid detergent capsules and assessed the effects of the voluntary Product Stewardship Programme coordinated by the International Association for Soaps, Detergents and Maintenance Products.

Comparing data for the calendar years 2012 and 2014, before and after the programme, there was no significant reduction in the absolute number of enquiries or exposures reported to the NPIS, but the exposures reported per million units sold fell from 0.47 to 0.35.

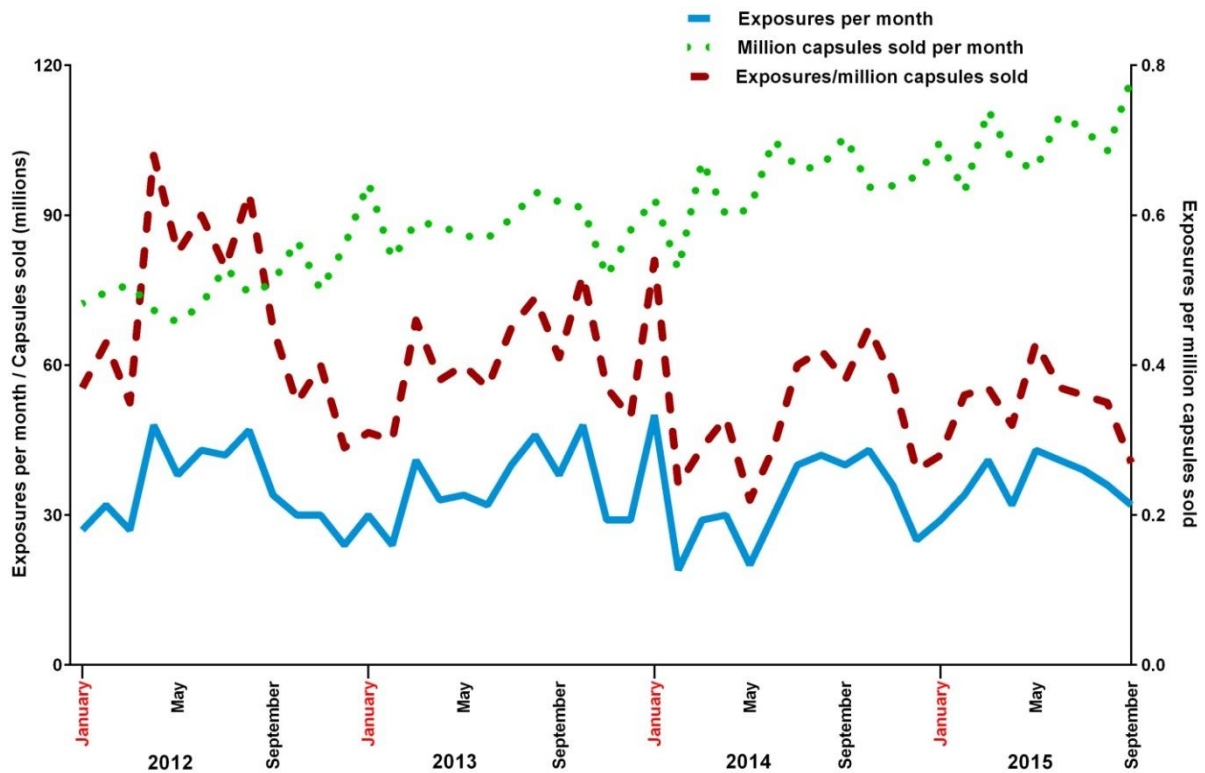


Fig.11: Monthly number of exposures reported to the UK NPIS since January 2008

Media, Website and Social Media Promotions:

Media

Top media Tweet earned 1,224 impressions
 Our Newcastle campaign to cut child poisonings by cleaning products with @UKCPI_Cleaning is being filmed for @itvnews pic.twitter.com/qSUBkBHTUI



Retweeted 4 times

- FREDERICK WARZEE** @FREDERICKWARZEE
- RoSPA** @RoSPA
- UKCPI Cleaning** @UKCPI_Cleaning
- Veronica McGinley** @mcginley_vee

A concerted effort and action plan was made to attract media attention. This included high profile launches of the Take Action Today campaigns in each city with press releases and filming opportunities, which resulted in interest from major news organisations including the BBC, ITV and leading regional newspapers. This helped to spread the safety messages further afield and reached more families.

To date, media coverage for Take Action Today has had a reach of over 4 million people through television, radio and newspapers (see appendix for full media coverage list). Some of the highlights included a preview to the campaign in 2013 that aired on national ITV television breakfast show Daybreak, which had 597,000 viewers. RoSPA public health adviser Sheila Merrill was live on the sofa detailing advice and information on the campaign to Daybreak presenters.

Looking at a breakdown of media reach figures surrounding each launch, Birmingham had a reach of 1.4million people with coverage in the main regional newspapers and television news programmes. Liverpool's reach was 719,000 people, Bradford's was 86,417 people, Norfolk's reach was 184,821 people, while Newcastle and Nottingham coverage reach combined was around 1.1million people.

Trade journals, magazines and electronic news bulletins, including RoSPA's in-house publications of Staying Alive journal, the home safety e-newsletter, Safety Matters workplace bulletin and campaigns newsletter Stand Up For Safety have also publicised Take Action Today.

The collage consists of several media coverage items:

- Newspaper Article 1:** Birmingham Mail, 10th October 2013. Headline: "Mum helps to highlight dangers of detergents". Sub-headline: "A woman has helped to highlight the dangers of detergents to young children." The article mentions a woman who has helped to highlight the dangers of detergents to young children.
- Newspaper Article 2:** Central, 11th November 2013. Headline: "'Poison in the kitchen' alert". Sub-headline: "Health experts are warning parents about the dangers of cleaning products." The article mentions health experts warning parents about the dangers of cleaning products.
- Newspaper Article 3:** Birmingham Mail, 6th November 2013. Headline: "RoSPA: Cleaning products should be kept out of reach". Sub-headline: "Campaign groups are joining together at Birmingham Children's Hospital today to urge parents to take action to ensure their children are protected from the dangers of accidental poisoning by cleaning products in the home." The article mentions campaign groups joining together at Birmingham Children's Hospital to urge parents to take action.
- TV News Segment:** A screenshot from a news program showing Sheila Merrill from RoSPA speaking. The text below the image reads: "The Royal Society for the Prevention of Accidents (RoSPA) has used an event in Birmingham today to warn parents of the dangers of household chemicals."
- Poster:** A poster titled "Bid to reduce accidental child poisoning". It features a quote from Natalie Copeland: "We did this with Merseyside, and since then we have found that the number of A&E attendances has halved". The poster also includes the contact information: "archant.co.uk or call 01551 778682."

Social Media

A plan was also in place to promote the programme on RoSPA social media platforms and with support from the UKCPI Twitter account. Posts were predominantly on Facebook and Twitter, where a target audience of young parents can be found. Posts have regularly reached between 3,000 and 26,000 people on these channels.

These promotions helped to boost the profile of the campaign on RoSPA channels where the main @RoSPA account has 18,000 followers, RoSPA's home safety account @homesafetyuk has 1,360 followers and @RoSPAWorkplace account has 6,100 followers.

Many retweets and interactions on Twitter had a reach (or "impression") of around 3,821 users (shown in the example below). The scale of popularity was helped by retweets and likes among digital influences such as North East Fife Police and Baby Safe Homes UK.

Tweet activity

 <p>RoSPA Home Safety @homesafetyUK Our Take Action Today scheme gives #parents this checklist to keep toddlers safe. Take a look: http://bit.ly/1RfmiFG pic.twitter.com/7ji5AfF5Wb</p>	Impressions	3,821
	Total engagements	41
	Retweets	14
	Link clicks	8
	Media engagements	7
	Profile clicks	5
	Detail expands	4
	Favorites	2
	Email shares	1



RoSPA Home Safety @homesafetyUK
Our Take Action Today scheme gives #parents this checklist to keep toddlers safe. Take a look: bit.ly/1RfmiFG
pic.twitter.com/7ji5AfF5Wb

KEEP YOUR CHILD SAFE
HOUSEHOLD CLEANING PRODUCTS CAN BE DANGEROUS TO CHILDREN
TAKE ACTION TODAY, PUT THEM AWAY

11:40am · 19 Jun 2015 · TweetDeck

14 RETWEETS 2 FAVORITES

Baby Safe Homes UK @BabySafeHomesUK

ManchesterELFS @ManchesterELFS

LCE @LEyden

Safety Sumo @safetysumo

UKCPI Cleaning @UKCPI_Cleaning

RoSPA Workplace @RoSPAWorkplace

Fife.me.uk @Fife_me_uk

NEFifePolice @NorthFifePol

sp33dysue [LS] @sp33dysue

Bernie Laverty @BernieLaverty

RoSPA @RoSPA

Bitrex @BitrexGlobal

Road Safety Wales @RoadSafetyWales

The tweet above had 14 retweets by the users displayed next to the message, so the post was seen by all of their followers in turn, reaching thousands more people.

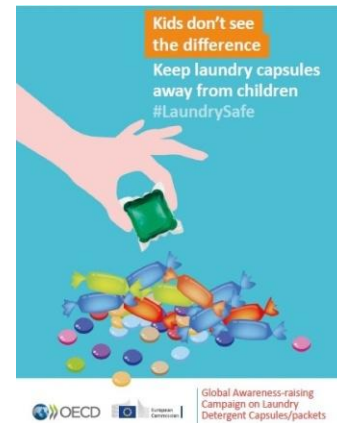
RoSPA
Published by Cadisha Brown [?] · June 29 at 3:29pm · 🌐

Excited for the launch of our Take Action Today scheme in Nottingham tomorrow with UKCPI Cleaning to prevent child poisonings. bit.ly/1HrCcxx

It follows the scheme's resounding success in Birmingham, Liverpool, King's Lynn and Bradford where 200,000 families have been helped to prevent poisoning and eye injuries.



Messages were also promoted on Facebook via the RoSPA page shown here. Content included information on launches, checklists for parents and sharing the infographic and poster from the EU #LaundrySafe campaign with OECD .



Messages from the Take Action Today programme were also promoted in guest blogs for online parental forums and websites, such as Dadzclub and Netmums, which has over 1.7 million members and 8 million unique users each month.

RoSPA
Published by Cadisha Brown [?] · November 11 at 3:21pm · 🌐

Horrible story in the news yesterday about 17-month-old Jenny Maher, who was seriously injured after mistaking a dishwasher tablet for a sweet. Jenny spent a week in intensive care, though thankfully she made a full recovery.

This is an URGENT reminder to all parents and carers to store all household cleaning products especially LIQUID LAUNDRY CAPSULES and DISHWASHER TABLETS out of sight, out of reach and in a locked cupboard. Remember, Take Action Today, Put Them Away.

If you have young children, or know someone who does, please share this message. It might just save a life.

Spot the difference

Not always easy is it? Now imagine being a toddler.
If bitten or swallowed, liquid laundry capsules or dishwasher tablets can cause horrific burns, damage a child's eyes or mouth or cause breathing difficulties. Don't take the risk. Always store cleaning products out of reach, out of sight and locked up.

Take Action Today - Put Them Away.

www.rospace.com

26,768 people reached Boost Unavailable

245 shares

A special *Spot The Difference* promotion for RoSPA social media channels (shown here) was also created in November 2015 to highlight safety messages in the Take Action Today campaign.

This post coincided with a news story that week about a toddler who had been injured after swallowing a dishwasher tablet.

Parents are more receptive to messages when news stories like this emerge and the Facebook post was shared 245 times with an estimated reach of 26,768 people.

Video Content

To keep up to date with digital communications, video content also became part of the campaign. Videos were uploaded on to RoSPA's YouTube channel and also on the RoSPA website, allowing professionals to download the videos and use with families.

The UKCPI provided the Keep Caps From Kids video and partners in Nottingham based at Nottingham University Hospital Trust shared a cartoon video highlighting the child poisoning risks around the home including household cleaning products.

Poisons children find at home: www.youtube.com/watch?v=g60NZ4rkLqA

Keep caps from kids: www.youtube.com/watch?v=RxuzcRqu57o



Website

A dedicated Take Action Today cleaning product safety web page was added to the RoSPA website allowing material to be easily downloaded and signposting families to where they could obtain resources in their local area. This can be viewed at: www.rospa.com/home-safety/advice/child-safety/household-cleaning-products/

Data shows that more than 6,000 people have viewed the page since April 2014. Views have more than doubled in the past 18 months from 683 in the quarter April – June 2014 to 1,527 in the quarter July – September 2015 as the campaign has become more prominent.

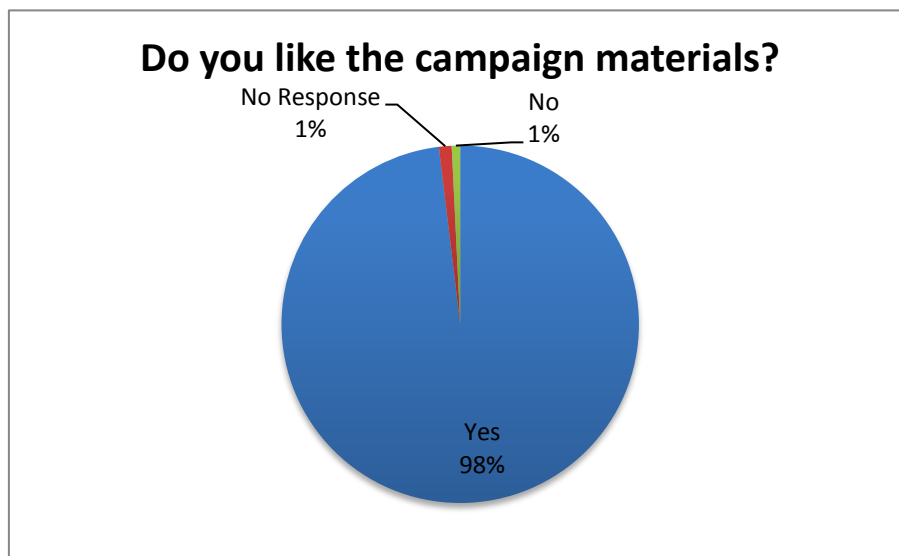


Figure 3 The dedicated Take Action Today website page

Feedback From Families

RoSPA feedback forms were provided for parents/carers to fill in when receiving a magnet and initial findings from feedback in Birmingham, Liverpool and Bradford show a positive response to the campaign. Of the 262 returned forms, 94% of respondents had children or grandchildren aged five or under. Just less than half had one child aged under five, 31% had two children, 13% had three or more children in this age group and 4% were pregnant at the time.

A huge majority of 98% said they liked the campaign materials and there were a variety of positive comments made including “This is a great campaign to help raise awareness of the dangers of cleaning products” and “Good. It makes you want to make your home safer.”



Other comments included:

“Never thought about it until now”

“Makes you think”

“Great. Keep it up. Awareness is what we need”

“This is a great campaign to help raise awareness of the dangers of cleaning products”

“Will tell my mum and dad too”

“Consider giving homes of grandparents this information”

“Very good campaign”

“My child thinks the capsules are like a candy crush game”

“Very colourful”

“Great idea”

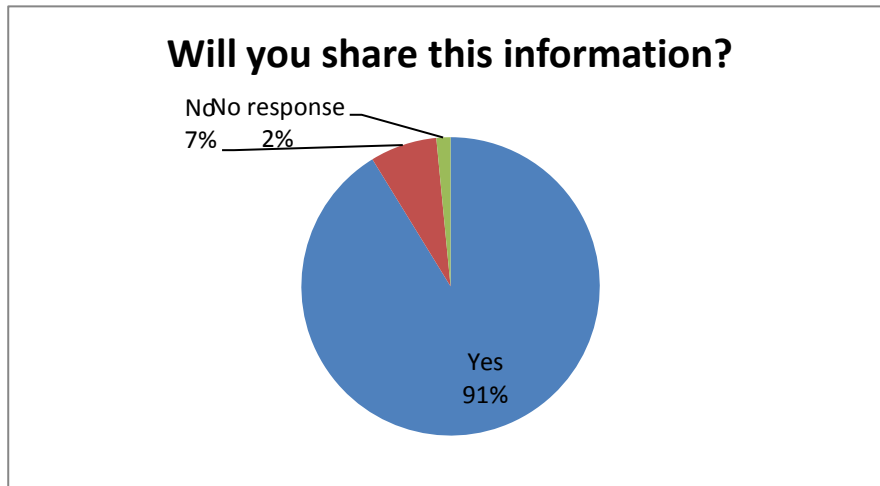
“Scary to think how many drink them”

“Will stick to my fridge to remind me, thanks”

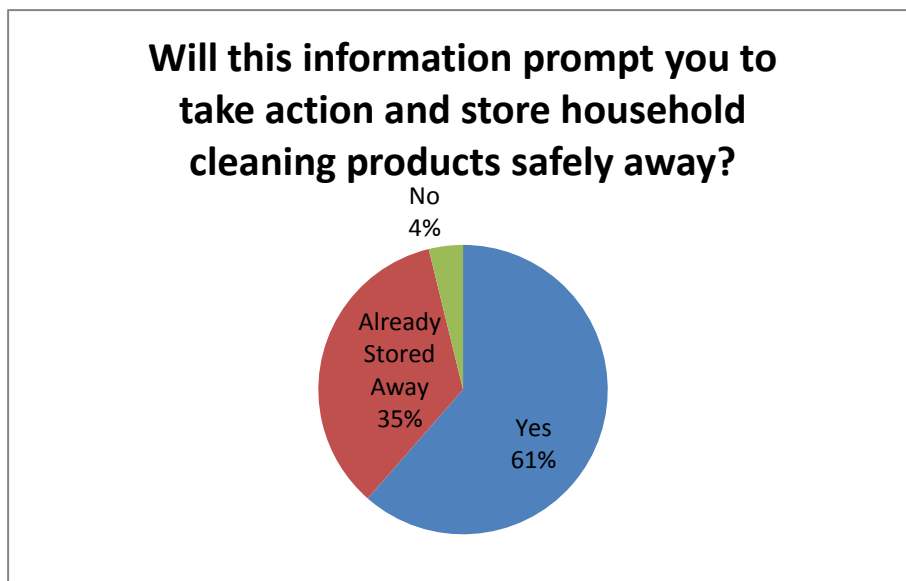
“Been to hospital already, so locked away now”

Taking action:

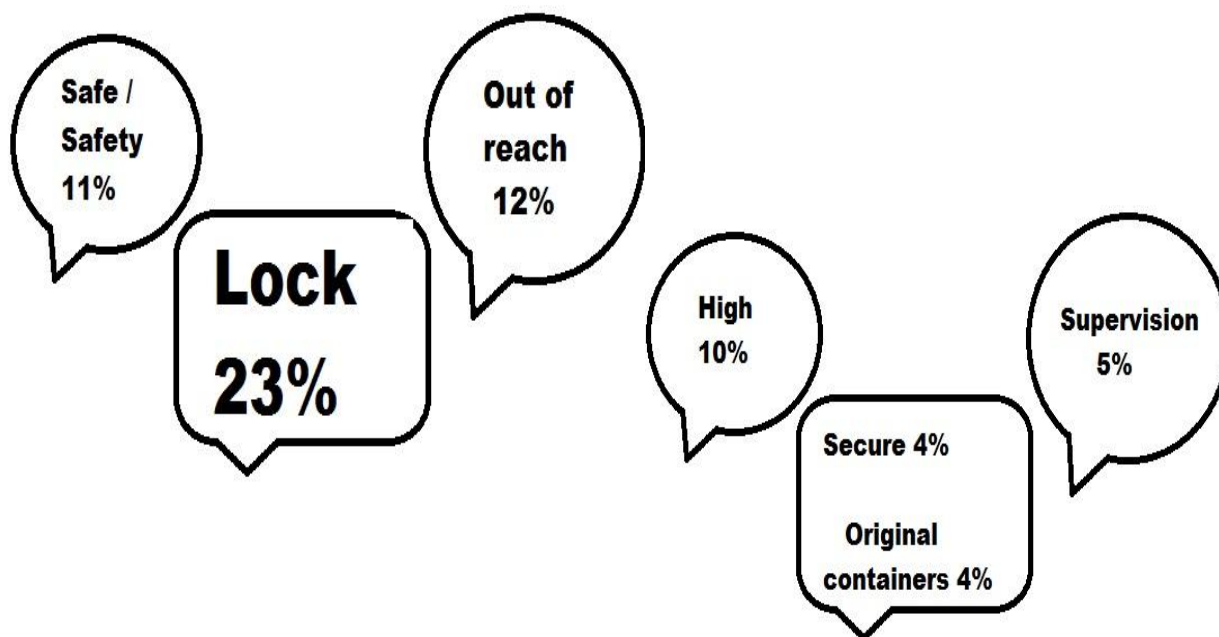
When asked if the material would prompt them to share or talk to family and friends about this issue, 91% of responders said it would with 7% saying no and 2% not responding.



When asked if the resources would prompt them to take action and store household cleaning products safely away, 61% said it would and 35% replied that they already stored these products safely. There was only 4% who said the campaign would not prompt them to take this action.



RoSPA also asked families to write three words that came to mind after receiving educational material from the campaign. The most common words from all respondents are shown in the speech bubbles below.



The most common word by far was the word lock. This was mentioned in relation to cupboard locks and locking products away from children.

The message of keeping household cleaning products out of the reach of children and high up seems to have also been well communicated through the campaign material.

Case Study – Gemma Duke

Birmingham mum-of-two Gemma Duke, from Birmingham, was positive about the campaign messages as her two-year-old son Zachary squeezed a liquid laundry capsule in his eyes.



Gemma Duke, aged 31, said: "It is so important for parents to take note of these safety messages as it only takes a moment for a child to grab a cleaning product.

"I left a liquid laundry capsule in the washing machine drum, ready for the next wash, and Zachary picked it up and squeezed it in both of his eyes. I've never heard him scream like it and I hope I never will again."

Gemma washed the liquid out of his eyes and took him to the Midland Eye Centre, in Winson Green, where Zachary had tests on his eyes, an eye wash with a saline fluid and antibiotics before being given the all clear.

"Thankfully, there was no lasting damage but the experience was traumatic," added Gemma Duke. "I had to hold Zachary down while a nurse

washed his eyes out with two litres of liquid. It was a horrendous experience for a mother to go through and the poor lamb looked so upset. Although the procedure took 25 minutes, it felt like forever.

"I always had cupboard locks in the kitchen and kept cleaning products high up, out of reach from the children, but on top of that now, I never leave a liquid laundry capsule in the washing machine as toddlers especially can get their hands on anything. It isn't worth the risk and I hope other parents will remember this important advice."

Case Study 2 – Roxanne Tomkinson



Roxanne Tomkinson's 22-month-old son Hayden bit into a liquid laundry capsule and sucked out its contents one morning. She now hopes other parents will take note of the important advice in the Take Action Today campaign.

The mum-of-three from Cradley Heath in the West Midlands was pregnant with her third child and had nipped to the toilet when the incident happened. Moments later, she heard screaming.

"It happened so quickly," said the 25-year-old hairdresser. "I flew down the stairs and found Hayden doubled over in pain and his four-year-old brother screaming. Hayden vomited three times and I was in such a panic waiting for the ambulance to arrive.

"After he had been sick, he started to get better and back to his cheeky self, which was a relief, but he needed some checks at A&E as the doctors were concerned he may have suffered burns to his mouth, but luckily he hadn't.

"It only took the briefest of moments for Hayden to get into the kitchen cupboard under the sink and go straight for a liquid laundry capsule. When it happened in August 2013, I'd just had a new kitchen fitted and hadn't got round to putting locks or safety catches on the cupboards.

"It was one of the scariest experiences of my life and since that day, all the household cleaning products are high up and out of reach of the children."

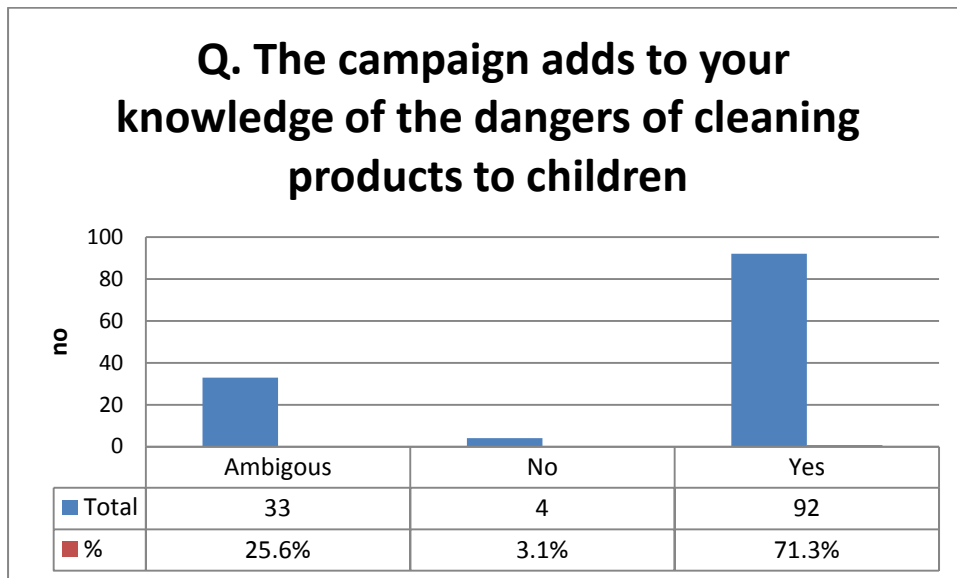
Sefton Feedback Results

As an extension of the Liverpool project, Sefton Council were sent 500 magnets for distribution. Feedback from families was detailed by Koon Lan Chan, who said the campaign was launched in April 2014 with 472 magnets distributed through children's centres in Sefton.

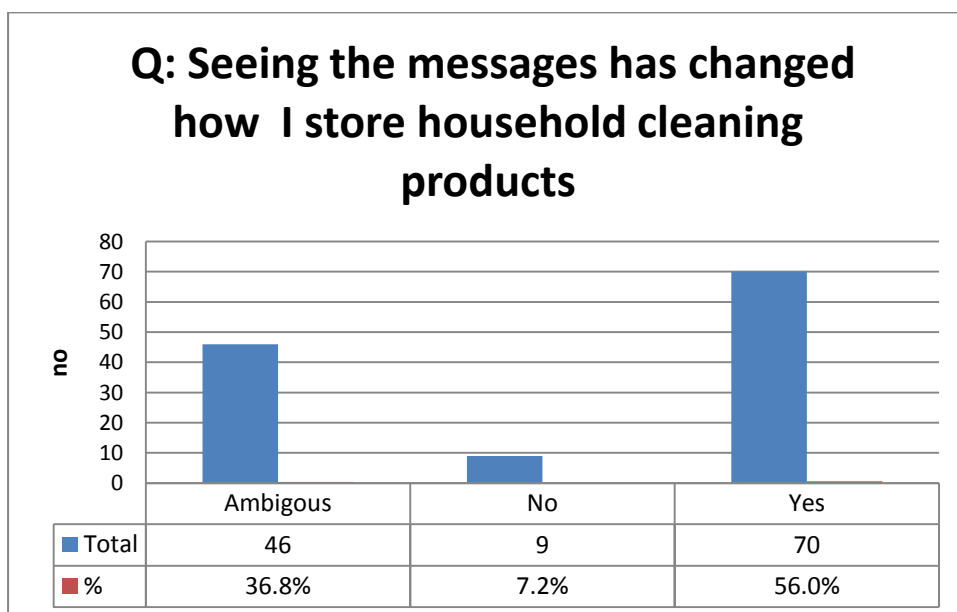
A brief survey was carried out with parents and the results from Sefton are shown below. It shows the majority who responded believed the campaign had increased their knowledge of risks that household cleaning products pose to children and also prompted them to change the way they stored cleaning products.

Results are shown below:

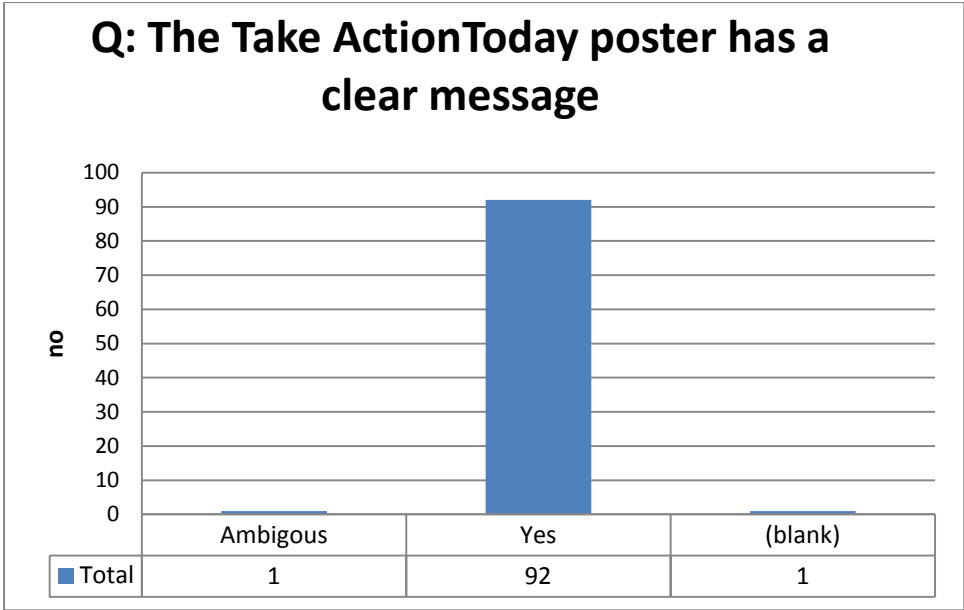
Of the 129 who responded, 92 (71%) believed that the campaign added to their knowledge of the hazards of household products to children .



Of the 125 who responded, 70 (56%) have changed how they store household products.



Of the 94 who had seen the poster , 92 (98%) agreed the message was easy to understand



Results

At least 240,000 families responsible for young children have received advice and resources through the Take Action Today campaign to date. Partners who deal with target families in childcare and healthcare settings also received education on poisoning dangers of household chemicals, which has a long term legacy beyond the time of this programme.

In terms of education and promotion, the extent of the campaign went further than these 240,000 families as media coverage reached over 4million people through television, radio and newspapers. Social media also targeted key audiences and professionals and regularly reached up to 26,000 people.

The surveys from practitioners and families showed positive feedback in terms of awareness of dangers and behaviour change. A majority of families said they had taken action or shared safety messages after their encounter with the programme, and early indications show that a drop in number of children attending emergency departments due to poisoning.

Appendices

1. List of partner organisations in each region

Birmingham - West Midlands

Health visitors across Birmingham – through Birmingham Community Healthcare NHS Trust
Birmingham Children's Hospital, Steelhouse Lane, City Centre, Birmingham, B4 6NH
Birmingham Heartlands Hospital, Bordesley Green East, Birmingham, B9 5SS
Solihull Hospital A&E, 1st Floor, 3 The Green, Stratford Road, Shirley, B90 4LA
Staffordshire Child Death Overview Panel and associated health visitors in Staffordshire.
Fays Locality Children's Centre, 419 Fox Hollies Road, Acocks Green, B27 7QA
6ways Children's Centre, Albert Road, Aston, B6 5NH
St Paul's Community Centre, Hertford Street, Balsall Heath, B12 8NJ
Doddington Green Children's Centre, 28 Doddington Grove, Bartley Green, B32 4EL
Home Start Cole Valley, Sheldon Community Centre, Sheldon Heath Road, B26 2RU
Castle Vale Nursery School & Children's Centre, Yatesbury Avenue, Castle Vale, B35 6DU
Lillian de Lissa Children's Centre, Bellevue, Edgbaston, B5 7LX
Home Start Stockland Green/Erdington, Erdington Six Ways Baptist Church, Wood End Road, Erdington, B24 8AD
Erdington Children's Centre, Ryland Road, Erdington, B24 8JJ
Sutton Locality Children's Centres via Four Oaks Children's Centre, Arthur Terry School, Kittoe Road, Four Oaks, B74 4RZ
Lime Tree Children's Centre, Heathfield Road, Handsworth, B19 1HJ
Rookery & Soho Children's Centres, Soho Children's Centre, Louise Road, Handsworth, B21 0RY
Maypole Children's Centre, 15 Grendon Road, Kings Heath, B14 4RB
Kitts Green Children's Centre, Ridpool Road, Kitts Green, B33 9RB
Bloomsbury Children's Centre, Bloomsbury Street, Nechells, B7 5BX
Anthony Road Children's Centre, 80 Anthony Road, Saltley, B8 3AA
Waverley Children's Centre, 311 Yardley Green Road, Small Heath, B9 5QA
Bordesley Green East Nursery & Children's Centre, 358 Bordesley Green East, Stechford, B33 8QB
Home-Start Sutton Coldfield, United Reformed Church, B27 36A
Longbridge Locality Children's Centres, 49 Merrishaw Road, West Heath, B31 3SL
Bushbury Triangle Children's Centre, Stanley Road, Bushbury, Wolverhampton, WV10 9EL

Liverpool

Alder Hey Children's Hospital, E Prescott Rd, Liverpool L14 5AB
Anfield Children's Centre, Oakfield, L4 2QG
Belle Vale & Hunts Cross Children's Centre
Clubmoor & Ellergreen Children's Centre, Utting Avenue East, L11 1DQ
County & Walton Children's Centre
County Site: Arnot Street, L4 4ED
Walton Site: 99 Cavendish Drive, L9 1NB
Dingle Lane Children's Centre, Dingle Lane, L8 9UB
Everton Children's Centre, Spencer St, L6 2WF
Fazakerley & Croxteth Children's Centre
Fazakerley Site: Barlow's Lane, L9 9EH
Croxteth Site: Parkstile Lane, L11 0BQ
Fountains & Vauxhall Children's Centre
Fountains Site: Fountains Road, L4 1QH

Vauxhall Site: Titchfield Street, L5 8UT
Garston, Church & Mossley Hill Children's Centre
Garston Site: 70 Banks Road, L19 8JZ
Church + Mossley Hill Site: Herondale Road, L18 1JX
Gransby Children's Centre, Eversley Street, L8 2TU
Kensington Children's Centre, Lifebank Centre, Quorn Street, L7 2QR
Picton Children's Centre, 139 Earle Rd, L7 6HD
Speke Children's Centre, Conleach Road, L24 OTW
Stoneycroft Children's Centre, 38 Scotia Road, L13 6QJ
Tuebrook & West Derby Children's Centre
Tuebrook Site: 61 Lower Breck Road, L6 4BX
West Derby Site: Leyfield Road, L12 9EY
Wavertree, Childwall & Woolton Children's Centre
Wavertree Site: 85 Wellington Road, L15 4LE
Childwall & Woolton Site: Rudston Road, L16 4PQ
Yew Tree & Knotty Ash Children's Centre
Yew Tree Site: Berryford Road, L14 4ED
Knotty Ash Site: Dovecot MAC, Dovecot Place, L14 9BA

Bradford

Bradford Royal Infirmary, A&E, Duckworth Lane, Bradford, BD9 6RJ
Abbey Green Nursery Children's Centre, Green Lane, Manningham, Bradford, BD8 8HT
Allerton Children's Centre, Avenel Road, Allerton, Bradford, BD15 7PQ
Bierley Children's Centre, Newhall Road, Bierley, Bradford, BD4 6AF
Bradford Under Fives Association, Mayfield Centre, Broadway Avenue, BD5 9NP
Burnett Fields Family Centre, 42 Greaves Street, Little Horton, Bradford, BD5 7PE
Gateway Children's Centre, 43 Thackeray Road, Idle, Bradford, BD10 0JR
Heaton Children's Centre, Haworth Road, Bradford, BD9 6LL
Highfield Children's Centre, 21 Drewry Road, Keighley, West Yorkshire, BD21 2QG
Little Lane Children's Centre, Little Lane, Ilkley, LS29 8HZ
Low Fold Children & Family Centre, Exley Road, Keighley, West Yorkshire, BD21 1LB
Parkland Children's Centre, Old Park Road, Idle, Bradford, BD10 9BG
Princeville & Lidget Green Children's Centre, Willowfield Street, Bradford, BD7 2AH
Prospects/Connexions, 3rd Floor - Auburn House, Upper Piccadilly, Bradford, BD1 3NU
Rainbow Children's Centre, Braithwaite Grove, Keighley, West Yorkshire, BD22 6JB
Reevy Hill Children's Centre, Bedale Drive, Buttershaw, Bradford, BD6 3ST
Strong Close Nursery School & Children's Centre, Airedale Road, Keighley, BD21 4LW
Tyersal Children's Centre, 51 Kyffin Place, Bradford, BD4 8NB
Victoria Hall Children's Centre, Station Road, Queensbury, BD13 1AB
Woodroyd Nursery & Children's Centre, Woodroyd Road, West Bowling, Bradford, BD5 8EL
BD4 Family Project, 47 Bowling Hall Road, Bradford, BD4 7LE

King's Lynn

The Queen Elizabeth Hospital - Kings Lynn NHS Foundation Trust, Gayton Road, King's Lynn, Norfolk, PE30 4ET
Norfolk Trading Standards, Priory House, 9 Austin Street, King's Lynn, PE30 1EB
Bowthorpe, West Earlham & Costessey Children's Centre, Humbleyard, Clover Hill, Bowthorpe, Norwich, NH5 9BN
Fakenham Gateway Surestart Children's Centre, Norwich Road, Fakenham, NR21 8HN
Methwold Children's Centre, The Old School House, Main Road, Weeting, IP27 0QQ

Swaffham Children's Centre, White Cross Road, Swaffham, Norfolk, PE37 7RF
Downham Market Children Centre, Snape Lane, Downham Market, Norfolk, PE38 9JE
Watton Surestart Children's Centre, West Road, Watton, Thetford, IP25 6AU
Dereham & Litcham Children's Centre, London Road, Dereham, NR19 1AS
Wymondham Children's Centre, Ashleigh Infant & Nursery School, Sheffield Rd, Wymondham, NR18 0HL
Emneth Children's Centre, Hollycroft Road, Emneth, PE14 8AY
Stalham and Broadland Children's Centre, Brumstead Road, Stalham, Norwich, NR29 5LF
Trinity Children's Centre, Black Street, Martham, Great Yarmouth, NR29 4PR
North City Children's Centre, Angel Road Infant School, Angel Road, Norwich, NR3 3HR
Cromer Mundesley & North Walsham Children's Centre, Trunch Road, Mundesley, NR11 8LE

Nottingham

Health visitors across Nottingham – through Nottingham City Care Partnership
Nottingham University Hospitals Trust, Queen's Medical Centre Site - Paediatric Emergency Department and Children's Wards, Derby Road, Nottingham, NG7 2UH
Kings Mill Hospital, Mansfield Road, Sutton in Ashfield, NG17 4JL
Bulwell Children's Centre, Steadfold Close, Crabtree Farm, Nottingham, NG6 8AX
Bulwell Forest Children's Centre, Cantrell Road, Bulwell, Nottingham, NG6 9HJ
Basford Children's Centre, Whitemoor Primary School, Bracknell Crescent, Whitemoor Nottingham, NG8 5FF
Bestwood Park & Top Valley Children's Centre, Westglade Infant School, Top Valley, Nottingham, NG5 9BG
Bestwood (Southglade Access Centre), Southglade Park, Southglade Road, Bestwood, Nottingham, NG5 5GU
Aspley Children's Centre, Minver Crescent, Aspley, Nottingham, NG8 5PJ
Bilborough Children's Centre, Wigman Road, Bilborough, Nottingham, NG8 4PD
Broxtowe Children's Centre, Corner House, 18 Strelley Road, Broxtowe, Nottingham, NG8 3AP
Sherwood & Edwards Land Children's Centre, Seely Infants & Nursery School, Perry Road, Sherwood, Nottingham, NG5 3AE
Hyson Green Children's Centre, Mary Potter, Gregory Boulevard, Nottingham, NG7 5HY
Wollaton Children's Centre, Fernwood Junior School, Arleston Drive, Wollaton, Nottingham, NG8 2FZ
Dunkirk Children's Centre, Dunkirk Primary School, Marlborough Street, Dunkirk, Nottingham, NG7 2LE
Radford Children's Centre, Southwold Primary School, Kennington Road, Radford, Nottingham, NG8 1QD
St Ann's Children's Centre, Huntingdon Primary & Nursery School, St Ann's, Nottingham, NG3 1NH
St Ann's North (Walter Halls) Children's Centre, Next To Walter Halls School, 589 The Wells Road, St Ann's, Nottingham, NG3 3AB
Sneinton Children's Centre, Edale Road, Sneinton, Nottingham, NG2 4HT
Clifton Children's Centre, Next To Dovecote Primary School, Greencroft Clifton, Nottingham, NG11 8EY
Meadows Children's Centre, Kirkby Gardens, Meadows, Nottingham, NG2 2HZ
Ashfield Home Safety, Morven Avenue, Sutton in Ashfield, NG17 1AN
Child Therapy Centre Kings Mill Hospital, Mansfield Road, Sutton in Ashfield, NG17 4JL

Newcastle

Newcastle Upon Tyne Hospitals NHS Foundation Trust – Royal Victoria Infirmary. Children’s wards and outpatients departments.

Health visitors across Newcastle, via the 0-19 service at Geoffrey Rhodes Centre, Byker, Newcastle upon Tyne

NAPI - Newcastle Action for Parent and Toddler Groups Initiative, Heaton Community Centre, Trewhitt Road, Heaton, Newcastle, NE6 5DY.

Newcastle City Council Trading Standards, Service Room 702 - Civic Centre, Barras Bridge, Newcastle upon Tyne, NE1 8QH.

North Tyneside Council via the Health and Safety Team at Quadrant East, Cobalt Business Park, Silverlink North, Newcastle, NE27 0BY

Cowgate and Blakelaw Children’s Centre, via Sure Start Central, Families Matter, Lindfield Avenue, Blakelaw, Newcastle upon Tyne, NE5 3PL

Newbiggin Children’s Centre, Cleveland Avenue, Newbiggin By The Sea, Northumberland
Sure Start Kenton, Halewood Avenue, Newcastle upon Tyne

Fawdon Children’s Centre, Fawdon Building, Cairns Way, Newcastle upon Tyne, NE3 2SN

Fenham Children's Centre, Convent Road, Newcastle Upon Tyne, NE4 9XZ

2. List of media coverage

Preview to campaign launch

Daybreak ITV National Breakfast Show

Birmingham

ITV Central
BBC Midlands Today
Birmingham Mail
Express & Star
Tamworth Herald
Great Barr Observer
Sutton Coldfield Observer
Solihull News
Cleaning Hygiene Today
Occupational Safety and Health Journal

Liverpool

BBC Radio Merseyside – Breakfast show and drivetime show
BBC North West TV News
Liverpool Life
BayTV Liverpool
Industry Today – Health and Safety Industry Today section.
Safety Sign Supplies journal/website

Bradford

Stray FM - radio station for Harrogate, Knaresborough, Ripon, Boroughbridge, Wetherby, Skipton, Ilkley, Otley, Craven and Wharfedale
Bradford Telegraph and Argus - website preview piece and article after event
Keighley News - in newspaper and on website
Craven Herald - newspaper and website

Norfolk

Eastern Daily Press
King's Lynn FM Radio (KLFM)
Lynn News

Nottingham

BBC Radio Nottingham
BBC TV East Midlands
KCFM
Nottingham Post
Worksop Guardian
Trident Midland Newspapers
Derbyshire Times
Ilkeston Advertiser
Matlock Mercury
Uttoxeter Advertising
Belper News
Ashbourne News Telegraph

Sheffield Telegraph
Burton Mail
Ilkeston Advertiser
Ashbourne News Telegraph
Ripley & Heanor News
Matlock Mercury
Belper News
Derbyshire Times
The Star
Buxton Advertiser
Burton Mail
Facilities Management Online
Xperedon Charity News

Newcastle

ITV Tyne Tees regional news
Metro Radio