PUBLIC HEALTH FORUM

Avoidable Injury Prevention of Children and Young People in Nottingham City

Tuesday 23rd June 2015

Injury prevention: past success and future challenges

Dr Michael Craig Watson

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5 Questions

Children under 5

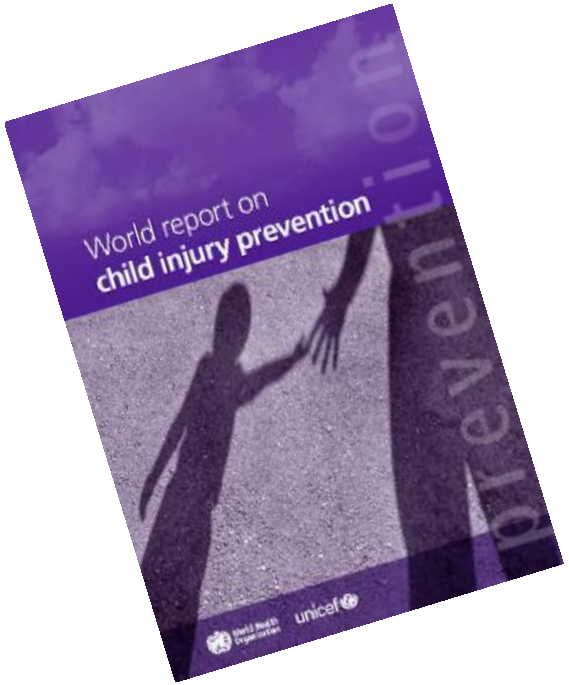
1. Are the main causes of death - intentional or unintentional?

In relation to unintentional injuries

2. What is the main cause of hospital admissions?
3. What is the main cause of deaths?
4. What are the five kinds of injuries we should focus on?
5. When was the Nottingham avoidable injury strategy launched?

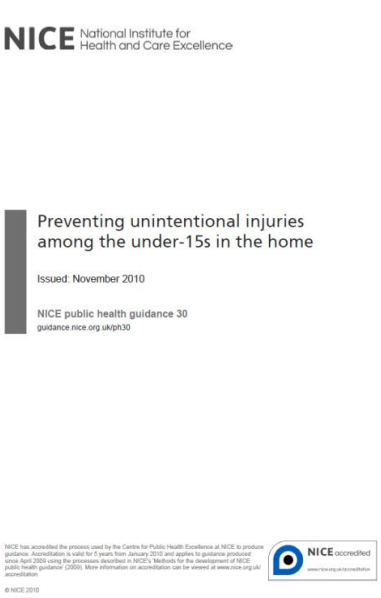
World and European Reports

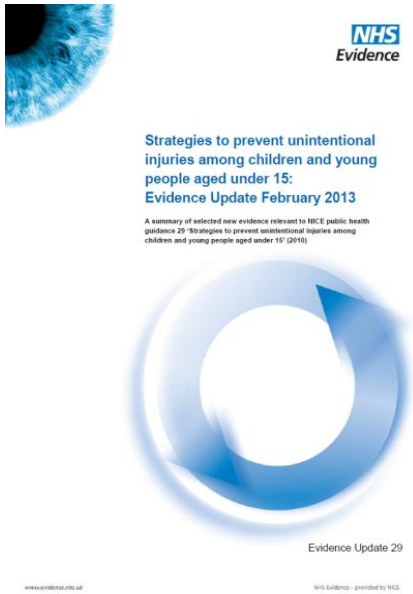
Advising on injury prevention

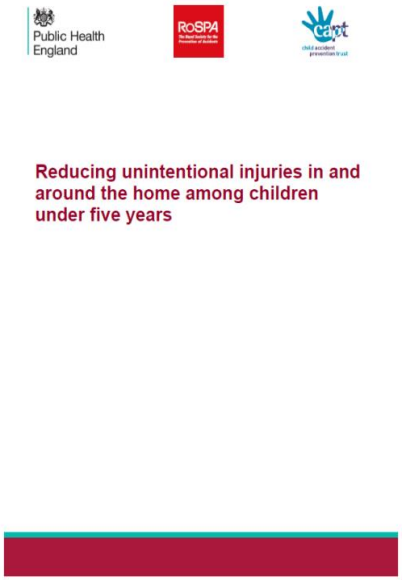




National Guidance – NICE, PHE, KF









Reports and guidance

- Importance of child accidents
- Success in the past
- Future direction

Success in the past – the 3 “Es”

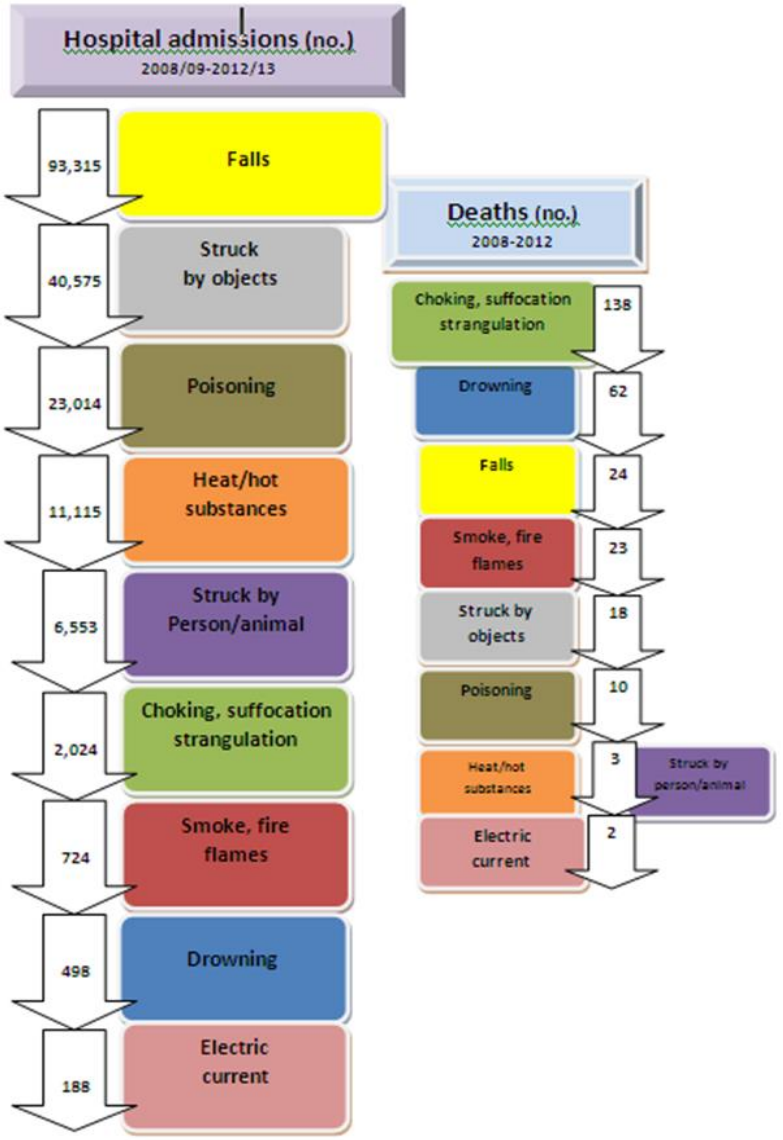
- Education
- Environment
- Enforcement

Children – safety education

“Use active approaches to teaching and learning (including interactive and experiential learning).”

Causes of emergency hospital admissions and deaths for children under five years

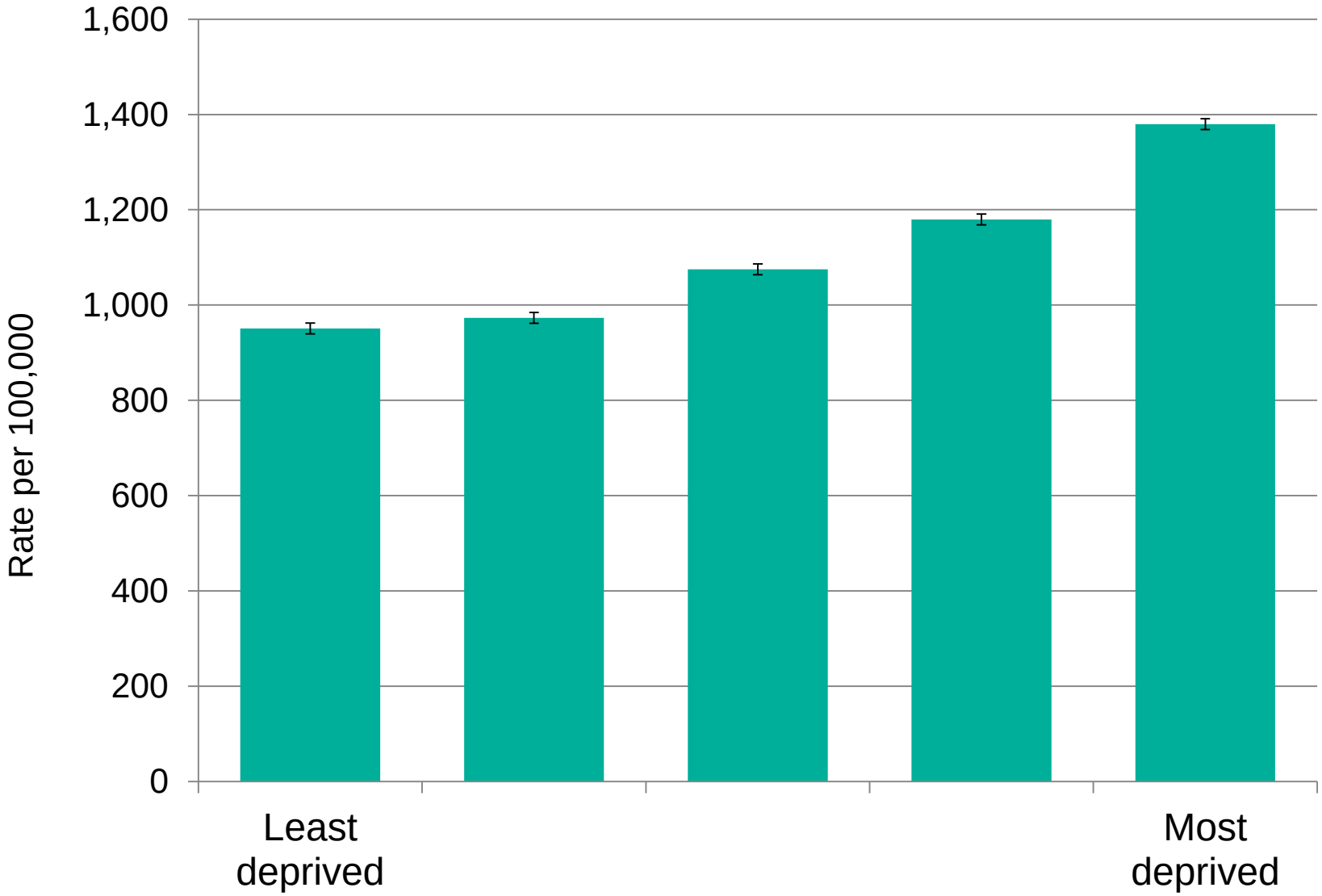
- Falls lead to most admissions
- Some causes are more lethal than others
- Emerging hazards



Intentional compared to unintentional

- Over twice as many children die from unintentional injuries as die from intentional.

Hospital admission rates by deprivation for unintentional injuries under fives (2012/13)



Inequality

Compared to their peers, children from the poorest homes are:

- 13 times more likely to die in an accident
- 21 times more likely to die as a pedestrian on the roads
- 38 times more likely to die in a house fire

Key local actions

1. Providing leadership and mobilising existing services prevents injuries

   Local coordination

   Strategic approach

   Raise awareness (Public and professionals)

2. Early years workforce needs support and training to enable it to strengthen its central role in helping to reduce unintentional injuries

3. Home safety assessments and multi-component home safety equipment schemes

4. Focused approach

Training and support

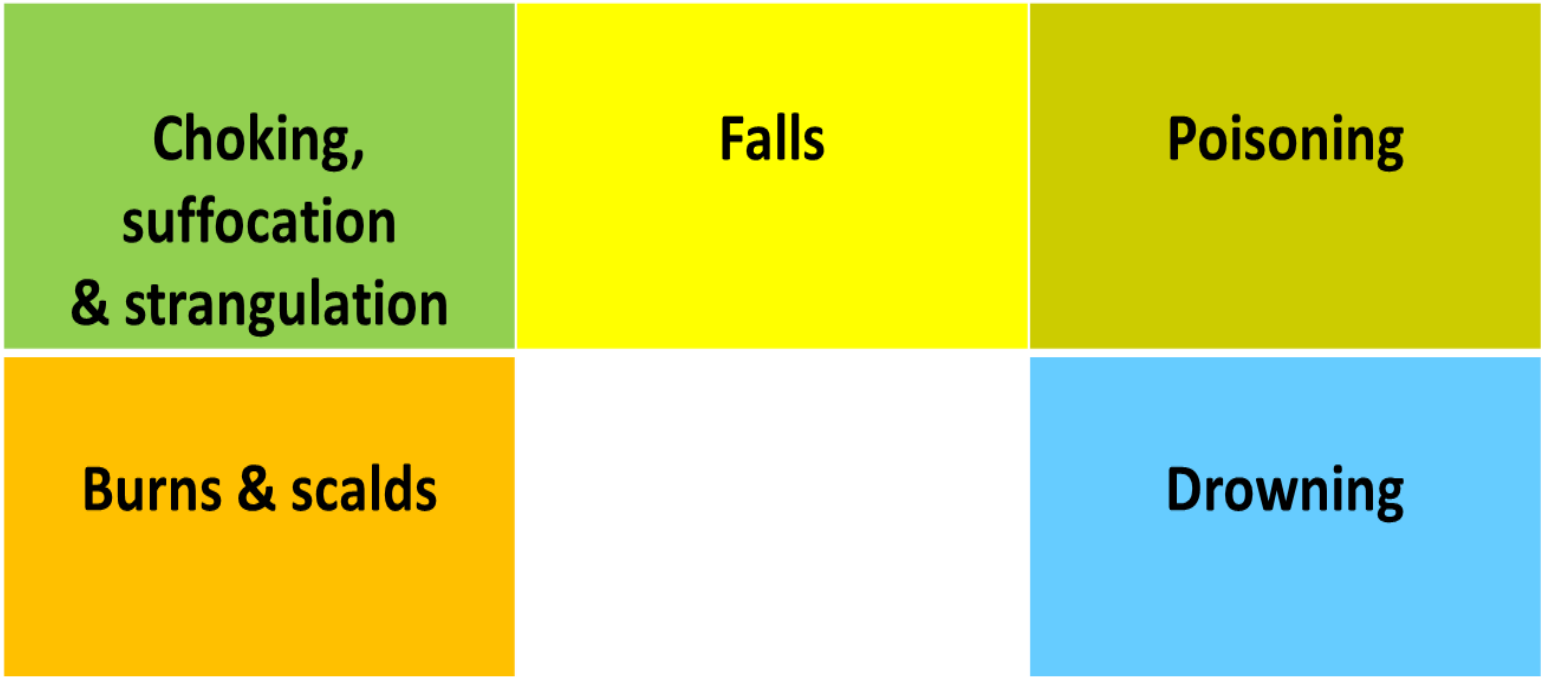
Key groups
e.g. health visitors, children's centres and staff in projects and programmes working with under fives need specific training and support/management - to help increase knowledge and skills about what matters and what makes a difference.

E-learning modules (2)
Developed by CAPT and iHV
Excellent

http://www.ihv.org.uk/resources/training_3/child_accident_prevention

Opportunities – under fives

Focusing on 5 kinds of injuries for the under fives makes sense.



Nottingham

Stakeholder day (July 2013)

Strategy Production

- Drafting
- Consultation and feedback
- Many people involved
- Launched 2014

Child accident prevention week

Home safety equipment scheme

IMPS

Training

Nottinghamshire County Council

Nottingham City Council

Reducing Avoidable Injuries in Children and Young People: A Strategy for Nottingham and Nottinghamshire 2014-2020



Nottingham

CAPT website
Featured - example of good practice

Other districts
Contacting for advice

RoSPA
Chosen for campaign launch
(June 2015)

Nottinghamshire County Council

Nottingham City Council

Reducing Avoidable Injuries in Children and Young People: A Strategy for Nottingham and Nottinghamshire 2014-2020



Nottingham

Who is involved?

- Nottingham City Council
  (Public health, Road safety……)
- IMPS
- Nottingham Fire Service
- University of Nottingham
- CAPT
- RoSPA
- CityCare
- Childrens Centres
- East Midlands Ambulance
- HVs
- Police
- +
- +
- **You?**

Nottinghamshire County Council

Nottingham City Council

Reducing Avoidable Injuries in Children and Young People: A Strategy for Nottingham and Nottinghamshire 2014-2020



Reducing avoidable injuries – the scale of the challenge

Presented by: **Ashley Martin**

Public Health Project Manager

100 Years of Accident Prevention

- 1917 - Pedestrians face oncoming traffic
- 1924 - Highway code (Government version in 1931)
- 1933 - Analysis of causes of accidents
- 1942 - Kerb drill
- 1947 - Cycling Proficiency Scheme
- 1961 - Tufty Club launched
- 1964 - Drink-drive campaign
- 1975 - Improved standards for glass in the home
- 1980 - Wheelchair Proficiency Scheme
- 1981 - Compulsory seatbelts law
- 1985 - Training for minibus drivers
- 1987 - Campaign for safer foam furnishings
- 1991 - Fitted plugs legislation
- 1992 - Quality Safety Audits (QSA)
- 1994 - RoSPA/City & Guilds home safety training
- 1996 - Management of Occupational Road Risk (MORR)
- 1999 - Hand-held mobile bill
- 2009 - Safe At Home scheme established
- 2010 - Thermostatic Mixing Valves (TMVs)

RoSPA's mission is to save lives and reduce injuries

Current Initiatives

- Public Health – The Big Book of Accident Prevention
- Accident Prevention Handbook
- Blind Cord Safety campaign
- Be Gas Safe Programme
- Take Action Today Poisonings Campaign
- Nappy sacks campaign
- Injury Data campaign

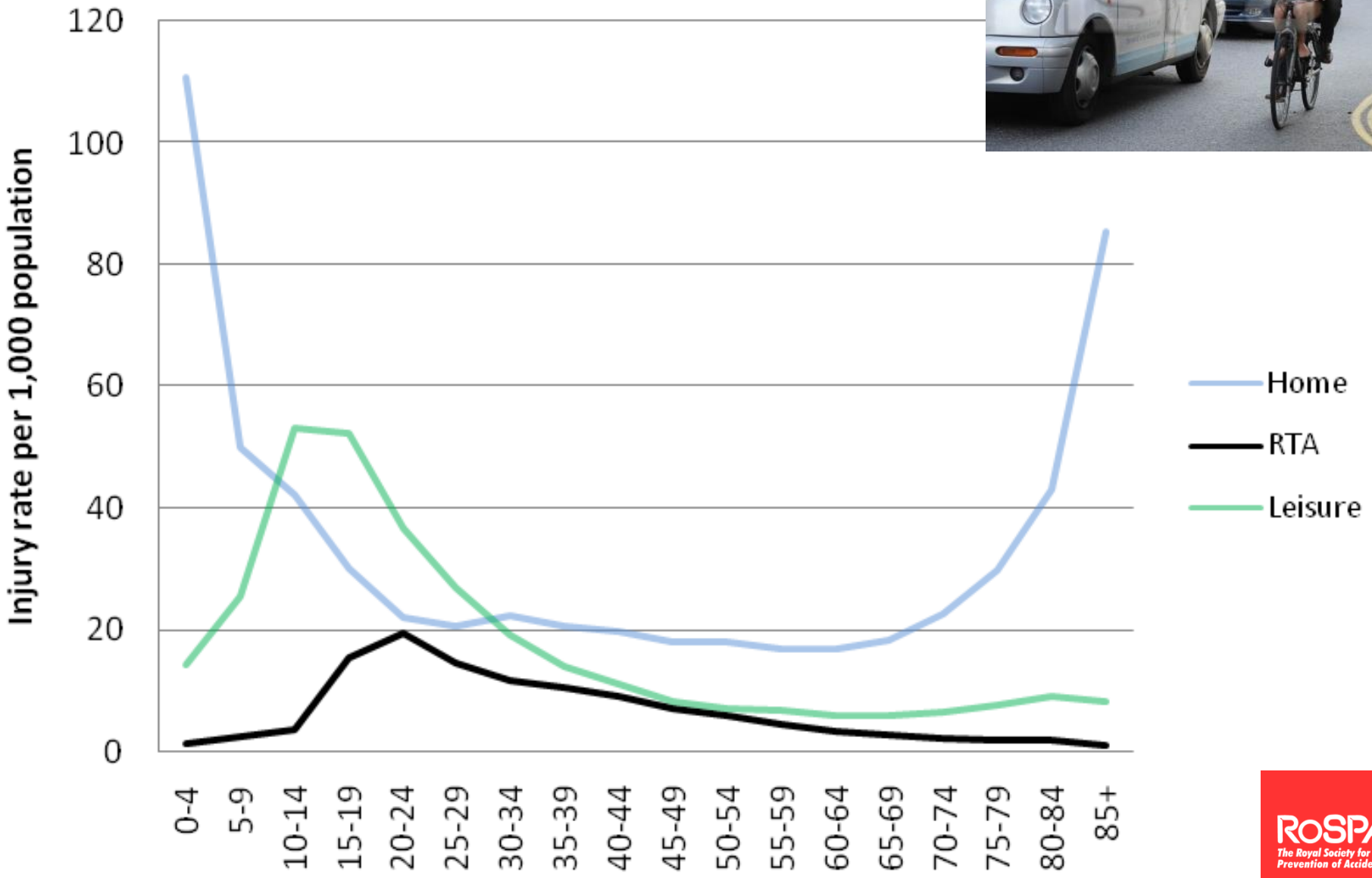


Website – www.rospa.com

RoSPA's mission is to save lives and reduce injuries

Injuries by age and location

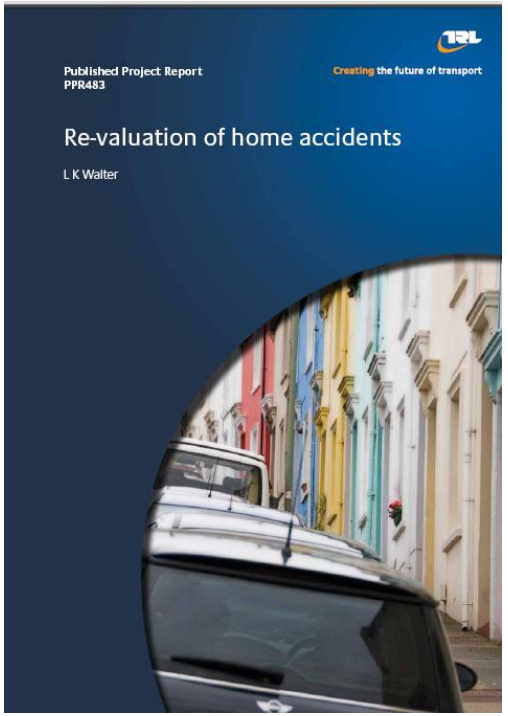




RoSPA
The Royal Society for the Prevention of Accidents

The cost to society

- **PPR483 by TRL** *(commissioned by RoSPA)*
- **Cost to society including:**
  - → Lost output
  - → Value of avoidance of injury
  - → Medical and support costs
- **Home:** **£45.6 billion**
- **Leisure:** **£49.9 billion**

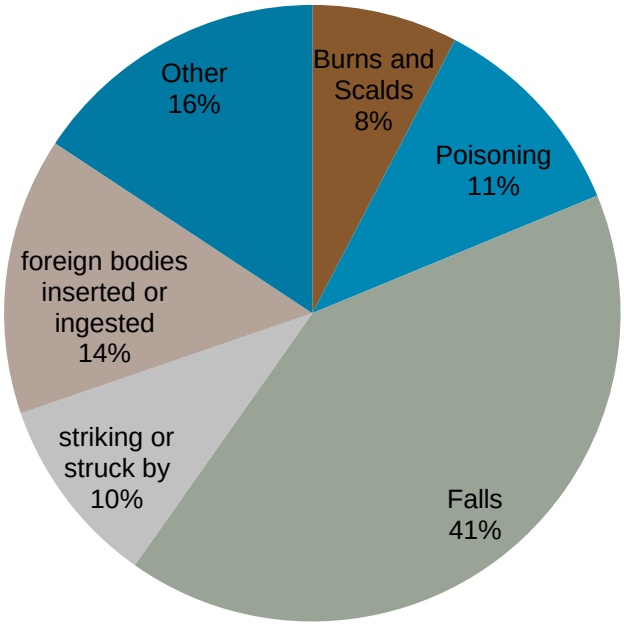


Nottingham hospital admissions

	Unintentional injury		
	2009-10	2010-11	2011-12
0 - 12 mths	54	53	47
1 - 2 yrs	67	63	68
2 - 4 yrs	149	125	146
5 - 9 yrs	118	125	132
10 - 14 yrs	98	94	83
15 - 19 yrs	151	140	128
Total "Home" (W00-X59)	637	600	604
Total Road (V1-99)	83	72	87

Nottingham hospital admissions /3

Unintentional Injuries in children 0-4 years by type of injury, Nottingham, 2009-2012



Costs

Estimated total cost 2011-12:

- **£11.9m**
- **£7.9m home accidents**
- **£4m road accidents**
- ***Based on TRL Revaluation of Home Accidents (£16.9k per admission and 3x more for road accidents***

Age	Admissions	Av cost per admission	Total
0 - 12 mths	47	10600	498200
1 - 2 yrs	68	10600	720800
2 - 4 yrs	146	10600	1547600
5 - 9 yrs	132	11900	1570800
10 - 14 yrs	83	11900	987700
15 - 19 yrs	128	19800	2534400
Total "Home" (W00-X59)	**604**		**7859500**
0 - 12 mths	0	31800	0
1 - 2 yrs	1	31800	31800
2 - 4 yrs	4	31800	127200
5 - 9 yrs	14	35700	499800
10 - 14 yrs	29	35700	1035300
15 - 19 yrs	39	59400	2316600
Total Road (V1-99)	**87**		4010700
Total admissions home and road	**691**		**11870200**

Safer Homes Programme

- Funded by the Department of Health for 3 years to provide a package of consultancy, training and intervention on key areas of home injury prevention in targeted areas across England.
- To work with local authorities and their partners to address injury prevention as a key public health issue and
- To help devise and implement a systematic approach integrating intervention into local plans and programmes.
- Nottingham City / Nottinghamshire participated

Safer Homes in Nottingham City/Nottinghamshire



- Supported development of the Avoidable Injuries Strategy
- Supported the rollout of Injury Prevention Briefings among children's centres – 89 staff
- Provided home safety training to 60 frontline staff
- Provided advice and support for the home safety equipment scheme
- Followed on from National Home Safety Equipment Scheme – 1844 homes in Nottingham City received equipment 2009-11

Take Action Today, Put Them Away





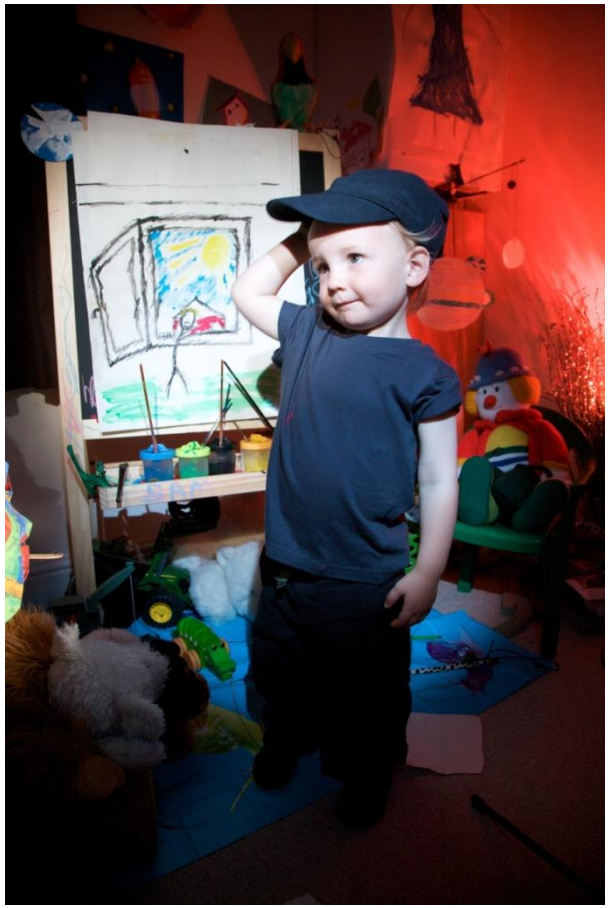
ukcpi
UK Cleaning Products Industry Association

RoSPA's mission is to save lives and reduce injuries

Thank You

amartin@rospa.com

www.rospa.com

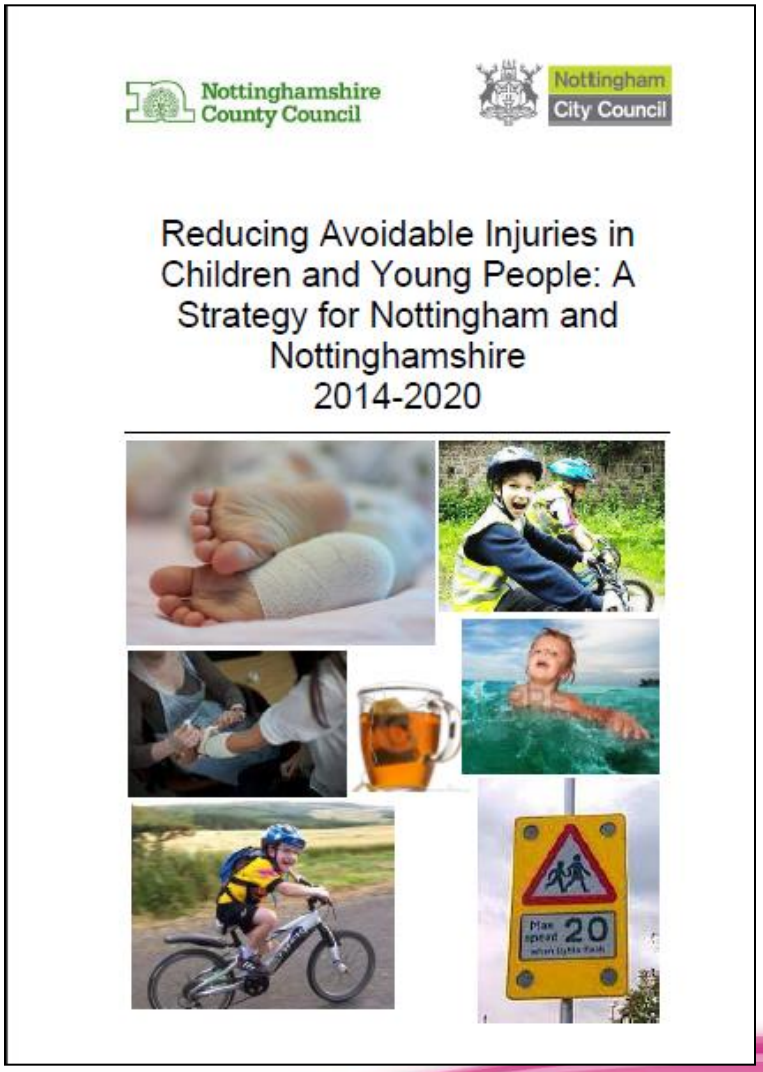


RoSPA's mission is to save lives and reduce injuries

Accidental Poisoning in the under 5s: A study of attendances to the paediatric emergency department at Queen's Medical Centre

Dr Elizabeth Saunders
Consultant in Emergency Medicine (Paediatrics)

The Background

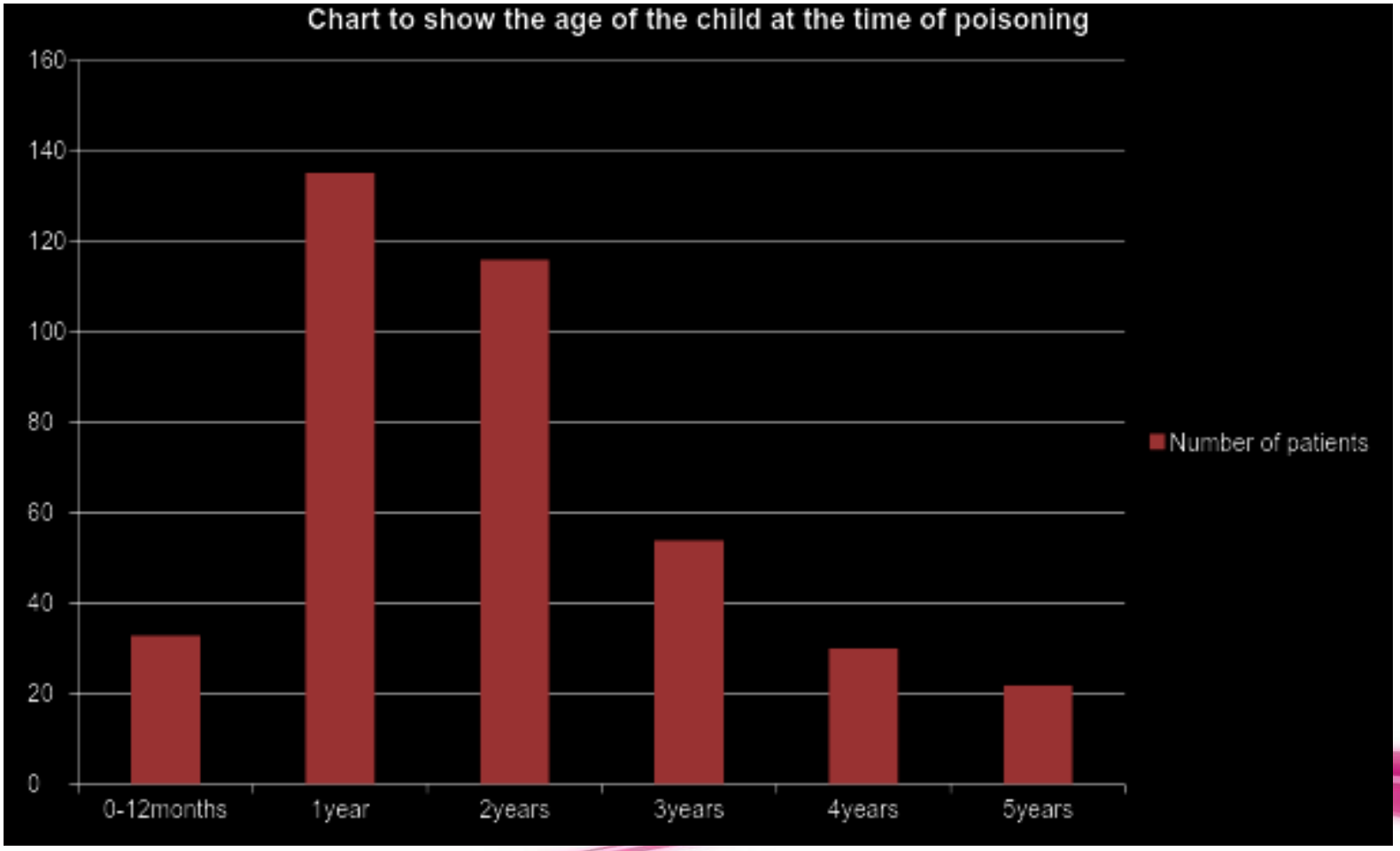


The Aims

- <5 years old
- 2014
- ‘accidental ingestion’

The children?
The poisons?
The circumstances?
The consequences?

The Children

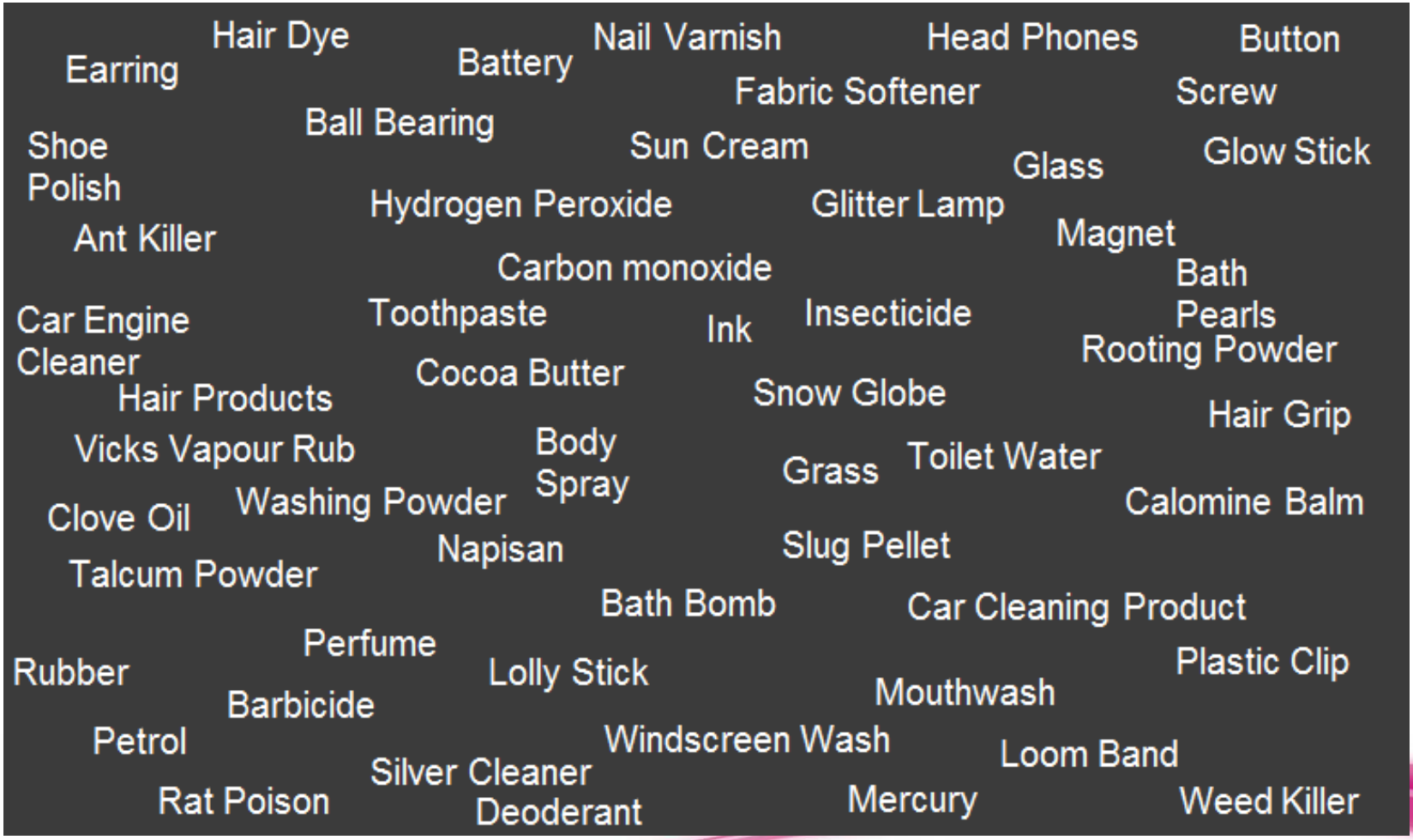


The Poisons: Top 20

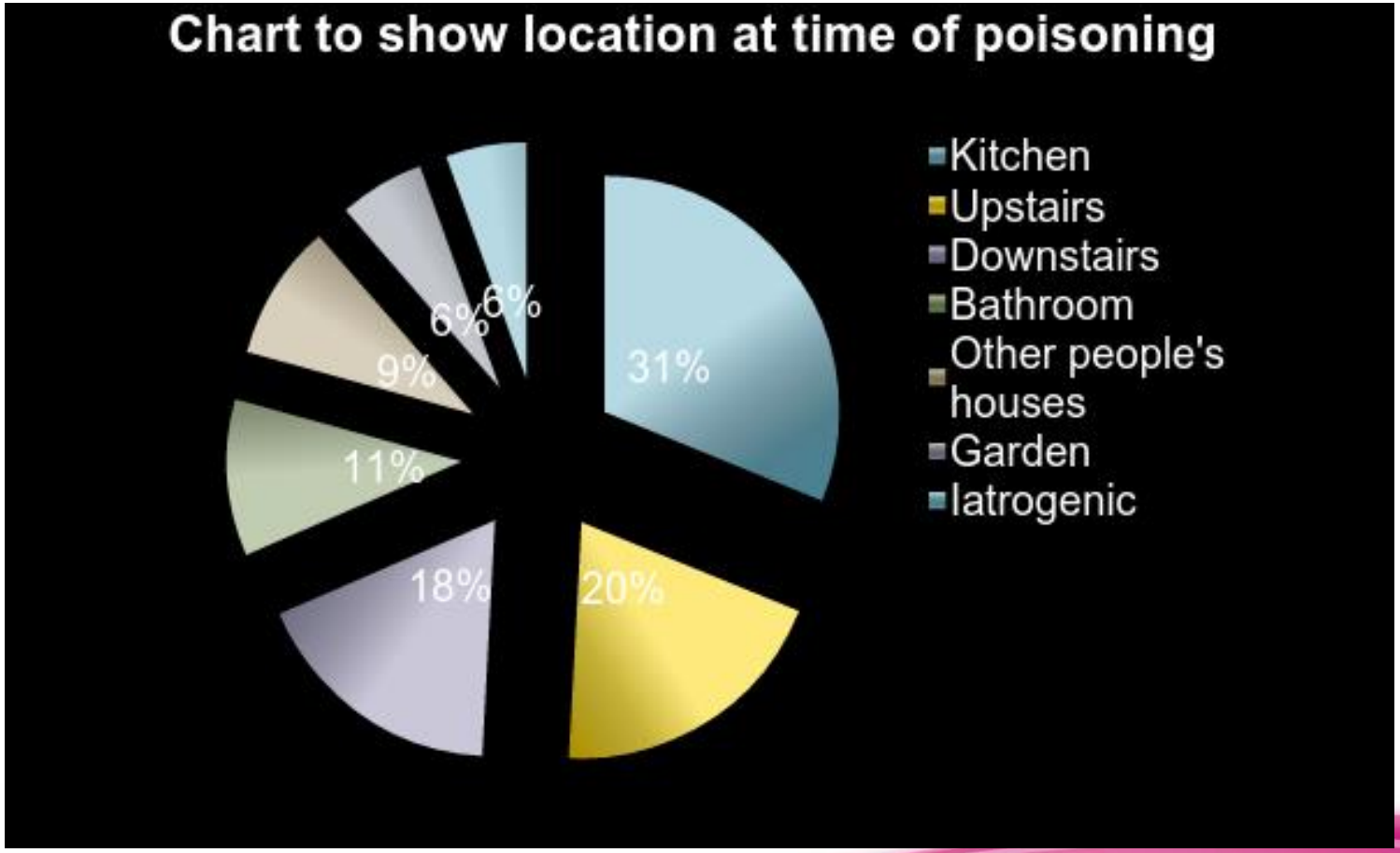
Substance ingested	No. patients	%
Medication	68	17.44
Paracetamol	37	9.49
Liquitab	34	8.72
Coin	29	7.44
Bleach/cleaner	18	4.62
Olbas oil	14	3.59
Ibuprofen	10	2.56
Plug-in Air freshener	9	2.31
Reed diffuser	9	2.31
Anbesol	8	2.05

Substance ingested	No. patients	%
Stone/marble	8	2.05
White spirit	7	1.79
Button battery	6	1.54
E-cigarette fluid	6	1.54
Nail varnish remover	6	1.54
Toilet block	6	1.54
Toy	6	1.54
Leaf/Berry	5	1.28
Alcohol gel	4	1.03
Dishwasher tablet	4	1.03
Fragrance oil	4	1.03
Karvol	4	1.03

The Poisons: the rest



The Circumstances



The Consequences















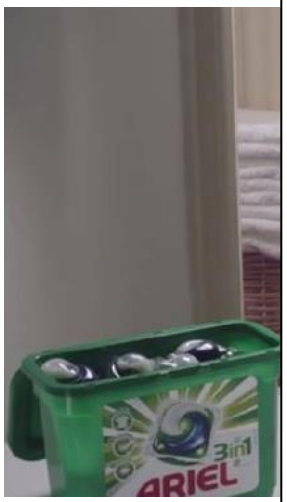








The Campaign



ukcpi
UK Cleaning Products Industry Association

RoSPA
The Royal Society for the Prevention of Accidents

Invitation to the launch of
"TAKE ACTION TODAY, PUT THEM AWAY"

Tuesday 30th June 2015
11 am to midday
Paediatric Emergency Department,
Nottingham University Hospitals Trust – QMC Site
Derby Road, Nottingham, NG7 2UH

An opportunity to get involved in a major Nottingham programme to promote awareness and prevent accidents with household cleaning products

RoSPA and the UK Cleaning Products Industry Association (UKCPI) are launching a major programme in Nottingham to promote awareness of the dangers of misuse of household cleaning products to children under five.

Poisoning continues to be an important public health issue in the UK. All poisonings including medications and household products account for over 140,000 overnight admissions to NHS hospitals in the UK each year, but hospital admissions do not reflect the very many poisoned patients who present to hospital Emergency Departments across the UK. It also does not take into consideration the large number of enquiries about poisoning received by NHS public access help lines.

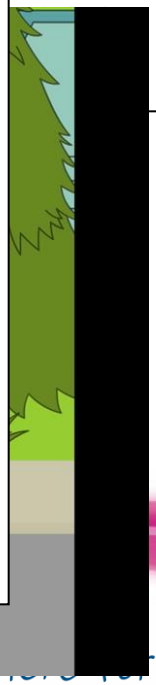
We are aware that in Nottingham, 390 children under the age of five attended A&E as a result of accidental poisoning in 2014, which included cases involving household cleaning products.

The event will be opened by RoSPA with Philip Malpass, Director General of the UK Cleaning Products Industry Association, and Emergency Department consultant Dr Elizabeth Saunders addressing the launch.

KEEPING YOUR CHILD SAFE FROM POISONING



An information



CityCare
Building Healthier Communities

Home Safety Equipment, Education and Early Learning For Safety

Nottingham CityCare Partnership

Susan Smith
Team Manager-Health Visiting

National & Local Context

- Avoidable injuries in children and young people (CYP) major health issue in the UK today.
- Injuries put more children into hospital than any other cause.
- Avoidable injuries in 0-4 year olds mainly occur in the home.
- Severe injuries have long term impact.
- Short term cost of ED attendances for injury in CYP is estimated at £146 million each year
- Injuries disproportionately affect disadvantaged children.

CityCare
Building Healthier Communities

National & Local Context

- Public Health Outcomes Framework has injury indicator for CYP-LA's will be measured against this to reduce CYP hospital admissions.
- Health and Wellbeing Boards to prioritise avoidable injury.
- Nottingham CCG has a target to reduce emergency admissions for CYP by 5% by 2015/16.
- National Scheme run by ROSPA found a 29% reduction in hospital admissions for unintentional injury in the 10 best performing areas within the scheme.
- Parents using the scheme – 96% satisfied with scheme and 91% felt their homes were safer as a result.

CityCare
Building Healthier Communities

Aims

- To raise awareness and understanding of how to keep children safe.
- To minimise accidents and prevent injury through training and parenting support.
- To support positive parenting by increasing knowledge and understanding of child development.
- To equip parents with the knowledge and skills of what to do in an emergency situation to increase confidence and lessen anxiety.

CityCare
Building Healthier Communities

Evidence Based Service Model

ROSPA National Safe at Home Scheme

- 130 areas of the country between 1 April 2009 and 31 March 201.
- Over 66,000 families benefited from receiving safety equipment through the scheme.
- Evaluation completed by the University of Nottingham.
- 66,127 homes received fitted safety equipment
- 282,000 families received home safety information (February 2011)

CityCare
Building Healthier Communities

Phase 1 Roll Out

- ✓ Five wards initially – Clifton North/South, Aspley, Bilborough, Bestwood (based on rates of A&E attendance).
- ✓ Staff attended ROSPA training.
- ✓ Slow start in September 2014 – steady achievement of over 100% of target installations since January 2015.
- ✓ Sept' 2014-March 2015, 664 installations.
- ✓ Top 2 items for installation match the National Scheme – Safety Gates & Cupboard locks. With corner cushions and chord locks joint third.

CityCare
Building Healthier Communities

Early Learning For Safety (ELFS)

- Aim
- To help reduce the number of children that are killed or seriously injured as a result of accidental injury, through education of children, parents/carer's and early years providers.

❖ HV issues invite with dates, times and venue

❖ Q2 54 adults attended workshops.

❖ 100% parental satisfaction with workshops

CityCare
Building Healthier Communities

Summary

- Slow start – January 2015 performance over 100%
- 731 installations
- 2nd phase rolling out September 2015 to include 5 more wards
- Audit at the end of the year.

CityCare
Building Healthier Communities

CityCare
Building Healthier Communities

Nottingham CityCare Partnership CIC
1 Standard Court
Park Row
Nottingham
NG1 6GN

e: citycare@nottinghamcitycare.nhs.uk
t : 0115 883 9600

www.nottinghamcitycare.nhs.uk

Resource Centre Display

Discussion

Community Safety Education

Nottingham University Hospitals NHS
NHS Trust

DREEAM

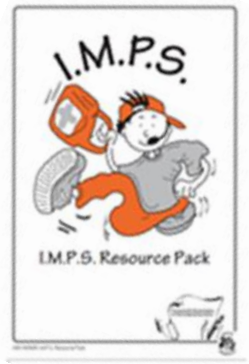
Department of Research and Education in Emergency medicine, Acute medicine and Major trauma

Injury minimization Programme for Schools I.M.P.S.



I.M.P.S. is an injury prevention education programme for 10 and 11 year olds.

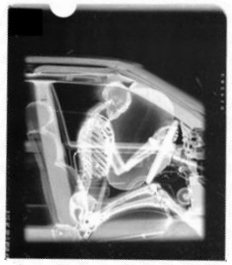
The I.M.P.S. Resource Pack



Curricular linked work to identify, assess and manage risks within their day to day experiences

e.g. lesson on forces and momentum include stopping distances of cars which leads on to discussion about wearing seatbelts and designing a safety helmet for an egg.







Learning emergency life skills within a hospital environment.

- Cardio-pulmonary resuscitation (CPR)





- How to put an unconscious person into the recovery position.







- How to use and locate an AED
- How to manage electrocution

Follow up activities at school and at home.

- Linked to key stage 2 and downloaded from the website. Reinforces what has been learnt on the I.M.P.S. visit.





www.impsweb.co.uk

Evaluation of skills and knowledge are measured using an online quiz both pre and post intervention with I.M.P.S.



www.impsquiz.co.uk

Early Learning for Safety E.L.F.S



ELFS concentrates on avoidable injuries occurring in the home. We target 3 – 5 year olds & their parents/carers

First Aid Workshops for Parents

These are run at:

- Children's Centres
- Community Centres
- Health visitor clinics
- Baby/toddler groups
- Schools



Children's activity packs

The children work through fun activities which encourage them to think about safe behaviour to avoid burns and scalds, falls, choking, poisoning and drowning.

Each activity features a very accident prone Elfie bear







Children's workshop

- People whose job it is to help keep them safe.
- Their responsibility in regards to their own safety & that of others.
- What is likely to happen if they need to visit hospital following an accidental injury.





Evaluation

How long do you need to hold a burn under cold running water for?



1-2 minutes 5 minutes 10-20 minutes ?

Following this session, might you be more likely to: - (please tick)

Keep hot drinks/liquids away from children. 	Secure furniture to the wall. 
Lock away or keep medicines and cleaning products out of reach. 	Move furniture away from windows 
Supervise children in the bath 	Other …… (please detail below).
How satisfied were you with the session? More than satisfied Satisfied Not at all satisfied	Did you find the session useful? Yes No What was the most useful thing you learnt?
Would you recommend this workshop to a friend? Yes No Please add any other comments:	

Feedback

"very informative, lovely staff, brilliant course overall"

"Great course in a settled and calm environment, lovely ladies"

"Really found the session useful and learnt plenty"

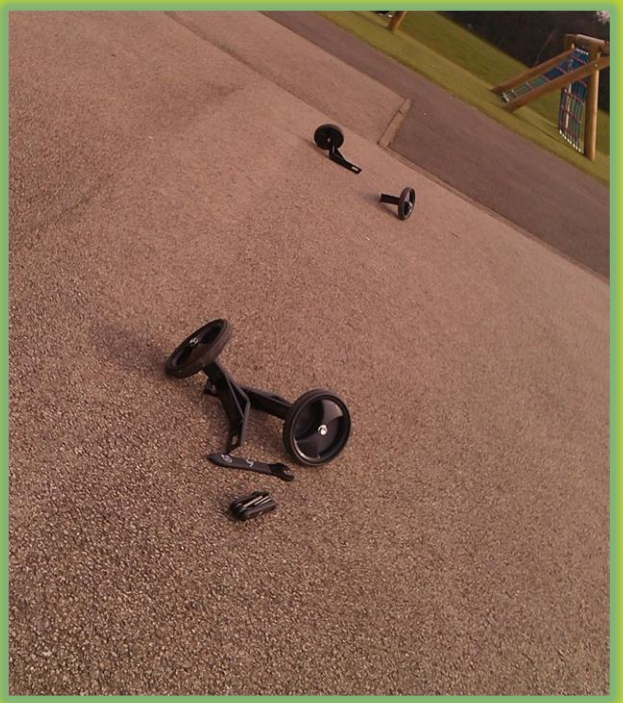
"lots of information in small bite-sized chunks. Well done"



Inspiring the next generation of cyclists for a safe, sustainable and healthy future

Nottingham City Council

Lifecycle is a fun, free scheme offered to all primary schools in Nottingham City.



Delivered by the Road Safety team, Lifecycle focusses on developing cycle skills, all whilst providing an holistic approach to staying safe on the roads.

Lessons are offered to all children, in all Nottingham City regardless of their previous cycling experience

Lifecycle

Nottingham City Council

Who takes part in Lifecycle?

Lifecycle is currently offered to all children in years 1, 2, 3 and 4.







All the bikes are provided by Nottingham City Council on the day; meaning every child can take part, regardless of whether or not they own a bike!

All children that take part get a collectable badge that charts their progress over the years.





Nottingham City Council

Lifecycle is delivered in two parts;
A Theory Lesson and a Practical Lesson

The theory lesson ranges from year to year for example…

…Dressing "Imran" appropriately for cycling…





…and building a bike!

Lifecycle
Nottingham City Council

In the practical lesson, the group is split into two; Riders and beginners

The riders are given the chance to show how well they can ride.

This lesson focuses on how to start the bikes safely, how to control them, and how to stop safely.





Meanwhile, the beginner group use the balance bikes!

Lifecycle

Nottingham City Council

In our first full financial year, 2014-2015, we delivered Lifecycle to almost half of Nottingham's primary schools



That relates to a total of 2649 children taking part in Lifecycle across 35 City Schools

Lifecycle

Nottingham City Council

During our first year, we found over half the children taking part were complete beginners, with no experience of riding without stabilisers





46.44% of beginner riders learned to ride with Lifecycle!

Of the 1490 beginner riders…

….692 children learned to ride a bike for the first time!

Lifecycle

Nottingham City Council

The success of Lifecycle hasn't been limited to schools either, as these pictures from St Ann's show



…and at Southglade Live! where these sisters learned to ride!



On average, over 100 children wanting to ride or learn to ride have taken part at every public event we've attended!



Lifecycle

Nottingham City Council

What this means for now, and the future

- Nottingham City Council has delivered Lifecycle to over 3,000 children since October 2013

- By providing a Road Safety themed cycling lesson, we're providing an early intervention with the children's attitude towards cycling and safety

- By normalising a cycling lesson at school at such an early age, we hope more children will have the confidence to take part in Bikeability

- With Bikeability teaching children practical road cycling skills, we hope to provide Nottingham's future commuters with the knowledge of how to ride safely

Lifecycle

Nottingham City Council

NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

Nottinghamshire Fire and Rescue Service – Preventing Avoidable Injuries

NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

Main Priorities

The Community Safety Team have 4 main priorities for our prevention agenda:

- Person's at Risk
- Education
- Elderly
- Road Traffic Collisions

NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

Current Initiatives

- Home Safety Checks and provision of safety equipment where required
- Support for the Nottingham City Home Safety Equipment Scheme
- Education Programmes – Fire Safety and Road Safety
- Firesetter programme
- Training for agencies

NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

Referrals

- personsatrisk@notts-fire.gov.uk
- Firesetters – peter.brown1@notts-fire.gov.uk
- educationteam@notts-fire.gov.uk

Discussion

What can be done to raise awareness?

How to get involved?