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# Jersey Child Accident Prevention

## 2013 Year end report



[www.cap.je](http://www.cap.je)

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**Throughout 2013 Child Accident Prevention Jersey (CAPJ) continued to be committed to ‘reducing the incidence and impact of unintentional injury to children aged 0-16 years in the community’.**

## **1. Introduction**

This yearly report is written to complement ‘A Child Accident Prevention Strategy for Jersey 2012 -2014’ action plans.

This strategy is referenced by the National Institute of Health and Clinical Excellence who published a series of guidance to prevent injuries in under 15s. The relevant recommendations were incorporated into the strategy document and have been included as action plan headings, represented as main headings within this document.

The United Nations High Commissioner for Human Rights on the ‘right of the child to the enjoyment of the highest attainable standard of health’ updated a report in December 2012 that stressed the importance of tackling unintentional injury.

‘State parties are obliged to ensure that all segments of society, in particular parents and children, are informed, have access to education and are supported in the use of basic knowledge of...the prevention of accidents.

Reducing the burden of child injuries requires strategies and measures to reduce road traffic accidents, drowning, burns and other accidents in the home, such as appropriate legislation and enforcement, especially with regard to road safety; product and environmental modification; education, skills development and behaviour change; community-based projects; and pre-hospital and acute care, as well as rehabilitation.

Prevention and health promotion are central to primary health care. Interventions should address health challenges (such) as accidents...and incorporate a combination of biomedical, behavioural and structural interventions.

Parents and caregivers also play a central role in promoting healthy child development, protecting children from harm due to accidents, dangerous games, injuries and violence, and mitigating the negative effects of risk behaviours.’

Despite the injury reductions and safety improvements over the last 20-30 years, injury remains a leading cause of death for children and adolescents in every Member State in Europe. More children aged 5-19 years die of injuries than all other causes combined. You must also consider the value of the preventable years of life lost as the result of premature death. It has been estimated by researchers that if strategies known to be effective were uniformly implemented up to 90% of injuries could be prevented.

## 2. Summary

On average every year, 4,000 children attend Jersey's Emergency Department because of an unintentional injury. This data is gathered and used as the basis to plan preventive initiatives, taking into account locally, regionally and national problems.

Under fives are most likely to be unintentionally injured in the home and CAPJ has implemented actions to try and reduce this risk. Parenting talks were delivered via the NSPCC and Family Nursing and Home Care baby groups. A reduced priced safety equipment scheme was managed to provide essential home safety items to families in financial difficulties.

Primary school aged children developmental pathway is one of exploration and discovery. This age group continued to have falls as the main reason for attending Jersey's Emergency Department because of an unintentional injury. CAPJ's website [www.cap.je](http://www.cap.je) has specific pages exploring safe play. Primary Year 1 students received a 'Speak Dog & Stay Safe' lesson and leaflet, teaching how to stay safe when near dogs. Primary year 2 and 3 students received a Safety Sam comic and safety talk looking at specific safety risks in Jersey and how to manage them. Primary year 5 students visited Safety in Action, an interactive series of life skills workshops teaching students how to manage their own risk. Trophies, prizes and certificates were awarded to Primary Year 6 students and individuals following completing of 2 safety quizzes linked to the event.

Teenagers are most likely to be unintentionally injured while undertaking leisure activities. CAPJ supports Prison! Me! No Way!! deliver their secondary school Choice Day's events by presenting a seatbelt safety workshops to year 8 students and promoting the correctly worn use of cycle helmets.

Cascading information and best practice was undertaken by CAPJ delivering continual professional development training to child care workers and a seminar to medicalegal lawyers. Plans are in place to deliver a child safety conference with 2 keynote speakers and 6 workshops.

Directed towards parents, safety tips and alerts were regular updated on CAPJ's website [www.cap.je](http://www.cap.je) and Facebook page.

### **3. Membership**

CAPJ is co-ordinated by a part time member of staff, funded by Family Nursing & Home Care.

Organisational representatives on the group's strategic and operational committees during 2013 included;

Family Nursing & Home Care	Jersey Child Care Trust
Education, Sport & Culture	Headway
States of Jersey Fire & Rescue Service	Trading Standards
States of Jersey Ambulance Service	Prison! Me! No Way!
St John Ambulance	Volunteers
Health & Social Services	States of Jersey Police
Housing	

#### **4. Incorporating unintentional injury prevention within local plans and strategies for children and young people's health and well being**

##### **Action**

##### **4.1 Lobby for strategies to be included (Responsibility; CAPJ Strategic group)**

Two CAPJ strategic members are part of the Early Years and Childcare Partnership group and are able to pass on key concerns and strategies.

The Child Safety Report Card, a report card bench marking Jersey's child safety against European Union countries and highlighting areas of necessary improvement, was forwarded to the Children's Policy Group for their reference and is going to be formally presented in January 2014.

CAPJ has welcomed a States deputy as a strategic member in 2013 enabling improved dialogue and a more direct route to question policy and change, for example questioning the delay in introducing cycle helmet legislation in Jersey.

##### **4.2 Cross department and agency working to achieve local commitments through senior management (Responsibility; CAPJ Strategic / CAPJ Operational group)**

CAPJ had a varied membership during 2013 with representatives from 12 island organisations or States departments. CAPJ has continued to hold regular meetings to ensure continued interagency working. The strategic group held triannual meetings and the operational group bimonthly.

##### **4.3 Monitor and evaluate group's initiatives (Responsibility; CAPJ co-ordinator)**

The CAPJ co-ordinator has continued to feedback CAPJ campaign updates to strategic and operational meetings and produces an annual year end report in January. The report is available for download from its website;

2009 – 193 downloads

2010 – 227 downloads

2011 – 109 downloads

2012 – 106 downloads

##### **4.4 Ensure a current CAPJ strategy document is available (Responsibility; CAPJ Strategic)**

A CAPJ strategy document 2012-2014 was published in January 2012. Hard copies were sent to relevant organisational Chief Officers and a copy available on CAPJ's website, with 144 downloads to date.

## **5. Coordinating unintentional injury prevention activities**

### **Action**

#### **5.1 Network at national level with other co-ordinators (Responsibility; CAPJ co-ordinator)**

The CAPJ co-ordinator attended a Royal Society for the Prevention of Accidents public health conference, 'Prioritising accident prevention; a public health issue' in London and a Child Accident Prevention Trust conference on 'Burns and Scalds in the under fives' in Manchester. Notes were made on both conferences and distributed to CAPJ members as well as being placed on the CAPJ website for free download.

Continued contact throughout 2013 via email and national newsletters were also made.

#### **5.2 Co-ordinate and raise awareness for unintentional injury prevention through campaigns that also act as a local source of information and advice on prevention (Responsibility; CAPJ Operational and co-ordinator)**

##### **5.2.1 Contribution to delivery:** Monitor evidence based awareness

**Partners:** CAPJ co-ordinator, Family Nursing & Home Care

Campaign re under ones falling from raised surfaces

**Measuring & monitoring:** Campaign evaluated

**Outcome:** The 'Think Falls' campaign took place in June 2009 to coincide with the UK's safety week. It was designed to raise awareness about children under the age of one year falling from raised surfaces because of where an adult had left them, e.g. a sofa, adults bed, unstrapped in a high chair or buggy etc. Continued information is found on the CAPJ website with free download leaflets, this literature is also available to all health visitors and community nursery nurses.

- In 2008 37% of under ones attending ED for treatment fell from a raised surface.
- In 2009 & 2010 26.8% of under ones fell from a raised surface.
- In 2011 34% of under ones fell from a raised surface.
- In 2012 39%. 75 under ones attended ED because of an unintentional injury, 43 because of falls and out of this number 29 from raised surfaces.
- In 2013 26.5%: 49 under ones attended ED because of an unintentional injury, 28 because of falls and out of this number 13 from raised surfaces.

##### **5.2.2 Contribution to delivery:** Promotional events and talks to parenting groups

**Partners:** CAPJ co-ordinator, Family Nursing & Home Care, Pathways

**Measuring & monitoring:** Number of events and talks

**Outcome:**

- There were 7 talks given; to a young mums group and Pathways baby grow groups and general baby groups involving approximately 55 parents.

**5.2.3 Contribution to delivery:** Monitor and inspect suppliers for dangerous goods which may be supplied to children. Product recalls were posted on [www.gov.je](http://www.gov.je) and the CAPJ website.

**Partners:** Trading Standards, CAPJ

**Measuring & monitoring:** Number of recall warnings

**Outcome:** Dangerous goods were removed from sale and 14 child related recall notices posted on the website, 3 nursery products, 1 item of a child's drinking bottle and 10 child's toys.

**5.2.4 Contribution to delivery:** Blind cord awareness campaign

**Partners:** CAPJ

**Measuring & monitoring:** Number of blind cord associated unintentional injuries.

**Outcome:** An ongoing Blind Cord Awareness campaign to raise an increased knowledge about the risks of strangulation from looped blind cords took place continues. Following national campaigns and research it was identified the most common age of children fatalities from this type of injury was 18 months and occurring in the bedroom. Free safety packs including information and a blind cord safety cleat were available for collection as well as distribution of packs at child play groups following talks about this hazard. Packs are made available to all health visitors and nursery nurses as well as parents with children at baby groups.

There were no blind cord associated unintentional injuries in 2013 in Jersey.

**5.2.5 Contribution to delivery:** Door finger entrapment awareness campaign

**Partners:** CAPJ, Family Nursing & Home Care, Emergency Department

**Measuring & monitoring:** Number of door finger entrapment hospital admissions

**Outcome:** Finger entrapments can result in finger lacerations, fractures or partial / total amputations. Working in partnership, the Emergency Department informs Family Nursing & Home Care of all child attendances. Their Paediatric Liaison Health Visitor sieved through these attendances and informed the CAPJ co-ordinator of any visits due to a door finger entrapment. The parent or guardian of each child then received a letter with information about how to prevent any further finger entrapments, a free door jam (safety door device to prevent a door closing fully thus reducing the risk of any finger injury) and CAPJ website details to access more child safety information.

24 packs were sent out in 2013 to 13 males and 11 females with an average age of 2 years. Half of the packs (12) were sent to children living in St Helier and 5 in St Saviour.

There were 2 hospital admissions due to a digit door entrapment in 2013.

**5.2.6 Contribution to delivery:** Safety in Action

**Partners:** CAPJ, Headway, States Police, Family Nursing & Home Care,



Jersey Fire & Rescue, St John Ambulance, Education Sports & Culture, Road Safety Officer, Trading Standards, Highlands College, Prison! Me! No Way!!, RNLI

**Measuring & monitoring:** Evaluated event taking place

**Outcome:**

Safety in Action is a hands on interactive series of 6 life saving workshops showing children how their actions can make a difference, including; fire, road, first aid, water, kitchen safety. Safety in Action is an annual event undertaken by CAPJ and has been running for 16 years with over 11,000 primary year 5 students attending. Every primary year 5 class in Jersey has been invited to attend since 2005.

Teachers received an information booklet prior to the event, outlining the key learning points for each workshop and giving additional safety information that they can use in the classroom.

Risk assessments for each workshop and a site safety assessment were available via the CAPJ website, of which 124 copies were downloaded.

Each child completed a 24 question quiz before attending the event in June and was retested in September to identify not only what they had learnt but what they had remembered. The questions were updated for the 2013 quiz, and for the first time this quiz was placed onto the CAPJ website rather than distributed as a printed document. Teachers displayed the website page on their classroom interactive whiteboards and paper answer sheets were supplied. This reduced costs as no paper quiz booklet needed to be printed.

Each child was given a goody bag with healthy treats and further information to take home at the end of attending the event and discuss further safety tips with their family. The bags were packed with the help and support from the Probation Service, the contents were sponsored by the Co-op and Marks and Spencers.

CAPJ created a school performance league table based on the 2 quiz scores, identifying improvements and areas where schools may need further safety training. All schools were offered additional support by the organisations that took part in the event. School trophies were awarded to the highest scoring and best improving schools. Shields were also awarded to best improving schools for each workshop. Individual student prizes and certificates were presented during school assemblies before Christmas.

- Safety in Action Event 2013 was attended by approximately 1023 students from all 31 primary schools.
- 987 students from 30 schools completed the pre event quiz. Average score was 17.02 and ranged from 13.55 to 21.05 out of a possible 24 points
- 970 students completed the post event quiz in September. Average score was 20.96 and ranged from 16.93 to 22.57 out of a possible 24 points.

## Average Scores 2013

Workshop	Pre event score	Post event score	Improvement
First aid	2.89	3.37	0.49
Play Safety	2.41	3.65	1.24
Water Safety	3.24	3.66	0.42
Road Safety	2.72	3.15	0.43
Fire Safety	2.63	3.70	1.08
Kitchen Safety	3.16	3.42	0.26
<b>Total</b>	<b>17.02</b>	<b>20.96</b>	<b>3.94</b>

- The average student knowledge improvement for each workshop was;
 

First Aid	39.35%
Play Safety	76.48%
Water Safety	52.92%
Road Safety	30.69%
Fire Safety	77.22%
Kitchen Safety	25.29%
- The group invested over 869 work hours to man the event with an average of 19 staff per day.
- Attending schools improved their knowledge base by an average of 23% (14% in 2012, 19% in 2011, and 17.2% in 2010). It was noted there was a higher pre event knowledge score in 2012
- Trophies were awarded to the top scoring school St Mary's Primary School and the best improving school Grands Vaux Primary School.
- Shields were awarded to the biggest improvers in each workshop;

First Aid Shield	~ St Clement's Primary School
Play Safety Shield	~ Grands Vaux Primary School
Water Safety Shield	~ Grands Vaux Primary School
Road Safety Shield	~ Springfield Primary School
Fire Safety Shield	~ Grands Vaux Primary School
Kitchen Safety Shield	~ Janvrin Primary School

- 414 certificates and additional prizes were presented to individual students with 117 students scoring maximum points. 381 students (39%) increased their scores by 5 points or more.

### **The event was evaluated through feedback from teachers/teaching assistants, parents and helpers and the students themselves.**

Feedback forms were given to teachers and teaching assistants accompanying their student groups around the event. There were 13 questions looking specifically the workshops, how the event was run, website use and value of the event. 80 feedback forms were completed, some partially, asking for poor, average, good or excellent feedback.

- 100% of teachers felt that it was essential that year 5 students attended the event.
- Delivery and presentation of the first aid, play safety, road safety and kitchen safety workshop was classified as being 100% good or excellent. Water safety 97% and fire safety 99%. Comments included; *'Well delivered in child friendly language, relevant to true life situations'*. *'Excellent presentations for all learning styles, real, visual'*.
- 100% of teachers and teaching assistants felt each workshop had good or excellent content and learning objectives. Comments included; *'Excellent content, children given a clear understanding of safety'*. *'Good range of content to meet the needs of different learners using a range of resources'*.
- 100% of teachers and teaching assistants rated Safety in Action as being an excellent event. Comments included; *'Very useful and important for this age – especially as here seems to be a very wide variety of safety knowledge in the group'*. *'A much anticipated event each year by year 5. Proof; so many year 6 boys list it in their end of primary year memories.'* *'An excellent event, children enjoy the experience and learn a lot'*. *'Safety in Action is such a valuable and rich learning experience for children, fully interactive, making learning fun'*.
- 95% felt the pre event information received was useful (teachers booklet) and 86% stated they used the information prior to arrival.
- 80% stated they used CAPJ's website as a resource in school, with further comments stating they would be using the website in future and planned to raise awareness of the site in school after the Safety in Action event.
- 100% felt the key messages delivered during each scenario were appropriate for key stage two students. Comments made included; *'Important information for children to know'* *'As a teacher and parent we expect children of this age to be more independent so incredibly important that they are safe'*. *'Content appropriate and delivered at a good level for children to access'*.
- Suggestions and comments to improve the event were asked for; *'No time for children to ask questions or follow up anything they were unsure of in some sessions'*. *'Each workshop needed another 5 minutes, realise this might be difficult; children need time to digest information'*. *'Don't change it, majority works well in my opinion'*.

### **Student feedback via online survey on CAPJ's website**

Using an embedded survey tool on the CAPJ website, students completed 10 questions to provide feedback of the event.

- 179 students left feedback on the embedded [CAPJ](#) website survey.
- 178 stated they enjoyed Safety in Action.
- 60.9% stated they and their family are now doing something different to help keep them safe following attending Safety in Action.
- Comments from students included;
  - 'I really really REALLY enjoyed safety in action because I liked how you use activities and not writing and things like that.'*
  - 'Thank you for a great morning. We had heaps of fun and learnt so much about keeping safe. It was fantastic!'*
  - 'It is an amazing experience and it's so important for people to learn important skills for life!'*
- The below table shows how many students learnt something new at the workshops that would help to keep their family safe.

	% learning something new	Number
<b>First Aid</b>	48.9%	87
<b>Play Safety</b>	44.1%	79
<b>Water Safety</b>	39.1%	70
<b>Road Safety</b>	44.1%	79
<b>Fire Safety</b>	70.9%	12
<b>Kitchen Safety</b>	46.9%	84

- Key learning points the students identified were;

Workshop	Learning point	% of students
<b>Fire Safety</b>	999 calls	5%
	Exit plan	18%
	Chip pan fire	5%
	Smoke management	12%
	Test smoke alarm	3%
<b>First Aid</b>	DRAB	4%
	Recovery position	14%
<b>Kitchen Safety</b>	Generic points	6%
	Matches safety	1%
	Metal in microwave risk	2%
	Metal spoon in pan risk	1%
<b>Play Safety</b>	One person on a trampoline	8%
	Scooting on the road	1%
	Wrist guards PPE	2%
<b>Road Safety</b>	Crossing safely	3%
	Wearing a helmet	1%
<b>Water Safety</b>	Meaning of flags	5%
	Rip currents	1%
	Uncategorised	6%

### **5.3 For different delivery mediums to be used to provide unintentional injury prevention information**

#### **Action**

##### **5.3.1 Maintain the website and create appropriate support material**

CAPJ's website [www.cap.je](http://www.cap.je) was redesigned and re-launched in March 2013. Many of the websites original interactive features were supported by software that was not compatible with mobile devices. Due to increasing trends in accessing websites via phones and tablets a significant market was unable to access the site easily. The redesign included ensuring the easier access for more people with an improved and more logical design. The site was made more social media friendly with news articles linked to Facebook.

The seasonal themed website backdrops were rotated at relevant times to create a different look to the site for revisits along with rotating news articles and call for action buttons to highlight current campaigns.

The Jersey Electricity sponsorship plastic promotional business card advertising the website continued to be available free for collection from Family Nursing & Home Care, the Emergency Department, Trading Standards, Pathways and The Bridge Family Centre.

From March to December 2013 a total of 2,177 leaflets were downloaded with 7,490 items downloaded since they were first available on the website. An individual breakdown with total numbers in brackets is below.

- Home safety check list for under 5's in English – 164 (400)
- Home safety check list for under 5's in Portuguese – 123 (281)
- Home safety check list for under 5's in Polish – 109 (292)
- Christmas safety in the home for under 5's – 118 (317)
- Firework safety leaflet – 126 (688)
- Swimming pool code of conduct – 139 (387)
- Trampoline safety – 109 (511)
- Amber teething necklaces information – 169 (962)
- Nappy sack safety leaflet – 131 (244)
- Medicines/nappy sack/ hair straightners safety leaflet – 145 (251)
- Driveway leaflet – 69
- I-size isofix car seat information – 101
- Issue 2 spring safety sam comic – 113 (499)
- Issue 2 autumn safety sam comic – 101 (456)
- Issue 3 spring safety sam comic – 99 (459)
- Issue 3 autumn safety sam comic – 106 (635)
- Issue 4 spring safety sam comic – 111(190)
- Issue 4 autumn safety sam comic – 109 (209)
- Safety Sam holding blank sign – 99 (256)
- Safety Sam holding blank banner – 109 (243)

### **5.3.2 Use social media to provide information on unintentional child injuries**

A Child Accident Prevention Jersey Facebook account was set up in March 2012. Regular posts have been made on the site highlighting national and local campaigns, statistics, data and information. The majority of the articles have referred back to an original article with a direct link to CAPJ's website for further information.

352 people and 48 'pages' have signed up to like the CAPJ page, receiving each post directly onto their individual Facebook feed. Each new post has the potential to be commented on by those liking the page, this can in turn be seen by their 'friends' and comments or posts have an ability to go viral and be seen by a much wider audience.

### **5.3.3 Use a cartoon medium to introduce child safety to key stage 1**

The Safety Sam Comic is produced by CAPJ, based on Jersey's accident statistics and shows a series of cartoon stories with situations local children are likely to encounter.

The spring issue was distributed to every primary year 3 class with talks delivered to 27 schools. The autumn issue is still being distributed at the writing of this report to year 2 children with a planned completion date of April 2014.

The spring comic themes to year 3 students are bicycle helmets, sea rock rescues, crossing the road and home fire safety with the autumn comic themes being phoning 999, kitchen safety, car seatbelts and booster seats and falls on the stairs.

6 Safety Sam comics are available for free download from CAPJ's website, 538 copies have been downloaded during March to December 2013 (A total of 2,337 copies downloaded to date since they were made available).

### **5.3.4 Use a film format to introduce child safety to pre-school and key stage 1**

Be Safe with Safety Sam is a 6 chapter film, created by CAPJ in 2004 and filmed in Jersey, showing Safety Sam comment on accidents involving local children and talking about how to stay safe. Each primary school had their own copy and was encouraged by the group to show it to their students. The majority of primary school classrooms now have an interactive whiteboard. The films 6 chapters are able to be viewed on CAPJ's website for ease of access and displayed on the white boards.

Between March and December 2013 the films were viewed 810 times (493 times in 2012)

- Sea Danger: 160 total plays, 115 from Jersey, 33 from the UK, and 12 from other locations.
- Safe From Fire: 127 total plays, 104 from Jersey, 17 from the UK and 6 from other locations.
- Cycle Safety: 176 total plays, 149 from Jersey, 21 from the UK and 6 from other locations.
- House Safety: 117 total plays, 96 from Jersey, 16 from the UK and 5 from other locations.
- Garden Safety: 133 total plays, 112 from Jersey, 14 from the UK and 7 from other locations.
- Beach Safety: 97 total plays, 78 from Jersey, 15 from the UK and 5 from other locations

### **5.3.5 Use ‘Safety Sam’ to promote safety campaigns**

Safety Sam, the mascot for CAPJ, has been used as a primary image on the group’s updated website. Photographs of Safety Sam and his antics were uploaded onto the site.

The logo image has been used on all correspondence and literature.

The life sized Safety Sam mascot visited children during Safety in Action and students at St Mary’s school when there received trophies and certificates.

## **6. Identify and respond to attendances at Jersey’s emergency department**

### **Action**

#### **Collate and act upon emergency department referrals (Responsibility; Family Nursing & Home Care)**

There were 5,545 first attendances of children to Jersey’s Emergency Department during 2013. Out of this number 3,818 attended because of a new unintentional injury. For every attendance a letter is generated and sent to Family Nursing & Home Care’s paediatric liaison health visitor for process and referral onto the school nurse or health visitor team as necessary. The referral letters resulted in;

Home visits	69
Telephone contact	134
Clinic or group contact	18
Support and advise letter	59
Multi- agency support	143
Onward referral	16
Records Review, not for action	125

## **7. Providing the wider childcare workforce with access to injury prevention training**

### **Action**

#### **7.1 Deliver a child care accident prevention CPD course (Responsibility; JCCT and CAPJ co-ordinator)**

CAPJ are able to deliver a CPD course on child accident prevention for the under fives. The course content includes looking at the national and local level of unintentional injuries, causes of unintentional injury, pre disposing factors, identified hot spots in Jersey and how to reduce the risk. The training session takes place at the Jersey Child Care Trust (JCCT) and one course ran in 2013 with 13 attendees. 7 completed feedback forms with the below data;

- Did the course match your expectation      *score = 34 (top score = 35)*
- Did you find the course stimulating?      *score = 34 (top score = 35)*
- How relevant was this course to your job?      *score = 34 (top score = 35)*
- Will you be changing any of your practice as a result of attending this course?      *yes = 5      no=2*
- If so what one thing will you be doing differently?
  - Cut up the grapes smaller
  - Blinds - soft play equipment stored next to them!
  - Think more - be more aware
  - Look at lower level risks
  - More awareness

#### **7.2 Deliver a conference or workshops (Responsibility; CAPJ co-ordinator)**

A seminar was delivered by the CAPJ co-ordinator to The Jersey Personal Medicolegal Society covering national and local levels of unintentional injuries and identifying CAPJ aims and achievements. The Jersey Personal Injury Medicolegal Society (JPIMS) is an established by a group of solicitors and medics working for Plaintiffs, dedicated to the improvement of services provided for victims of accidents and disease.

CAPJ's biennial conference is planned for March 13<sup>th</sup> 2014 with 79 registration forms sent, and out of this number 58 delegates booked. Two key note speakers and 6 workshops have been arranged.

## **8. Gather high quality data from Jersey's emergency department** **(Responsibility; CAPJ co-ordinator)**

### **Action**

#### **Produce a statistic report based on quality data**

Children and young people aged between 0-16 years data was collated from the Emergency Department for all first attendances relating to an unintentional injury.



When small statistical numbers are used it is easy for minor variation to appear and have a big impact in the overall trend of data. In saying that, trends can be seen over time and localised 'hot spots' of concern identified. Value has long been recognised in studying unintentional injury data at a local, regional and nation wide level.

Looking at the child unintentional injury statistical data gathered over the past 10 years you can see an encouraging trend develop. As ED attendances have increased year on year, attendances for child unintentional injury has reduced by 14%. Many organisations in Jersey have dedicated their work to reducing unintentional child injury, including Child Accident Prevention Jersey. The work of the group should be celebrated for its valuable contribution to making a difference in children's lives.

Data has been;

- Shared between States organisations with an interest in child safety,
- Utilised in safety campaigns
- Used to prioritise targets for CAPJ projects
- The 2009 statistic report is on CAPJ's website and 114 copies have been downloaded between March to December 2013 (549 copies since 2010)
- The 2010 statistic report, 86 copies have been downloaded between March to December 2013 (341 copies since 2010)
- The 2011 statistic report, 85 copies have been downloaded between in March to December (167 copies since 2011)
- The 2012 statistic report, 111 copies have been downloaded between March to December 2013.

## **9. Installation and maintenance of permanent safety equipment in social and rented dwellings**

### **6.1 Fit free smoke alarms to families with children under 5 years**

Funded by CAPJ, free smoke alarms are available to be fitted by the States of Jersey Fire and Rescue Service (SJFRS) in family homes with children.

- The SJFRS did 189 Visits 2013 (231 in 2012, 181 in 2011)
- The SJFRS fitted 290 smoke alarms in 2013 (280 in 2012, 215 in 2011). Of those alarms, 17 were fitted in the homes of families with children aged under 6 years.

Looking at the impact of home fire safety the below information is useful reference;

- Accidental Dwelling Fires in 2013 were 56 (51 in 2012).

Analysis of broad categorisation of causes reveals:

<input type="checkbox"/> Cooking / kitchen:	32%
<input type="checkbox"/> Electrics, appliances and mechanical:	25%
<input type="checkbox"/> Candles / tea lights:	2%
<input type="checkbox"/> Chimney, flue and open fires:	9%
<input type="checkbox"/> Smoking materials:	11%
<input type="checkbox"/> Other:	21%

'Other' is an amalgamation of lots of different causes, none of which are common enough to warrant a category of their own. Some only appear once (i.e. sunlight magnified by window).

## **9.2 Statutory fitting of smoke alarms / carbon monoxide alarms to appropriate properties**

Jersey's Annual Social Survey 2013 stated one in ten (9%) households did not have a smoke detector in their home, a proportion unchanged since 2007. One in ten (10%) of households with a smoke detector 'never' checked their smoke detector(s) was working properly. Over half of households (54%) had an appliance in their home that burned gas, oil, coal or wood (for example an open fire, a multi-fuel stove, a gas cooker or a gas or oil-fired boiler); just one in five (22%) of these households had a carbon monoxide detector fitted in their home.

Legislation states smoke alarms are mandatory and must be maintained in hotels and lodging houses. Legislation, BS5839 Part-6- 2013 Jersey Law, was passed in 2013 enforcing that smoke alarms are fitted in 'new build' domestic dwellings to all rooms at risk of fire.

In 2012 there were some 13,000 people living in 4,507 States Housing properties. Smoke detectors were statutory and fitted in all properties. Properties that have combustible heating systems which require carbon monoxide detectors are fitted according to the property, i.e. 1 bed flat would have one 2 bed would have 2 up to a maximum of 3 carbon monoxide detectors.

## **9.3 Fit thermostatic mixing valves to all new builds or refurbishments**

Thermostatic mixing valves (TMV's) are installed in all States Housing rental properties that are total refurbishments and new builds to reduce the risk of burns.

In 2012 there were 94 property new builds; 60 flats and houses at the Le Squez development (120 bedrooms) and 34 new homes at Salisbury Crescent (54 bedrooms).

## **10. Incorporate home safety assessments and equipment provision within local plans and strategies for children and young people's health and well being**

### **Action**

**Continue to have home safety assessments included in department's plans and strategies**

The States of Jersey Fire & Rescue Service continue a programme of community safety engagement to help people understand and manage the risk of fire and other emergencies. Their strategy documents stipulate that their fire prevention activities are at the heart of the work of the Fire & Rescue Service.

Family Nursing & Home Care incorporate home safety assessments and education within their Child & Family local plans, aimed at families with a child under 5 or with other children who may be particularly vulnerable to unintentional injuries.

## **11. Prioritising households at greatest risk**

### **Action**

**To identify and prioritise households with children aged under 5 at greatest risk**

The States of Jersey Fire & Rescue Service provide a Home Fire Safety Visit service and media campaigns targeted at those most at risk' through use of local intelligence and data. Those persons not identified as 'at risk' will receive a comprehensive fire safety information pack to help them take practical measures to stay safe from fire.

Family Nursing & Home Care continues to offer home safety checks through health visitor and nursery nurses home visits. Households at the greatest risk are prioritised and allocated more visits and support as necessary and where appropriate further resources and safety equipment can be made available.

## **12. Working in partnership**

### **Action**

**To continue to have local partnerships established through CAPJ including representatives through a direct remit to improve the health and well being of children**

2013 CAPJ membership included representatives from; Family Nursing & Home Care, Jersey Child Care Trust, Education, Sport & Culture, Headway, States of Jersey Fire & Rescue Service, Trading Standards, States of Jersey Ambulance Service, Prison! Me! No Way! Children's Service, Health & Social Services, States of Jersey Police States of Jersey Housing Department, Public Health and volunteers.

The CAP Co-ordinator represents CAP on the Early Years and Childcare Partnership board and Working Group.

### **13. Co-ordinated delivery**

#### **Action**

#### **Continuation of the reduced priced safety equipment scheme and home safety assessments**

The reduced priced safety equipment scheme provides health visitors the option to prescribe reduced priced safety equipment to families with children under the age of 5 years at a greatly reduced cost. This scheme is independently funded and is available to clients in financial difficulty following assessment by their health visitor.

The scheme is funded by CAPJ whilst managed by CAPJ co-ordinator (employed by FN&HC) and FN&HC continue to prescribe the items. Items of equipment are heavily subsidised by the scheme with clients paying a small proportion of the cost. If clients were unable to pay their contribution the cost can be waived by the CEO of Family Nursing & Home Care and absorbed by the scheme.

Three years funding to secure and extend the scheme were obtained from the Community Grants Panel in 2011. This enabled an increase in the safety equipment type available to clients and three years funding of the scheme.

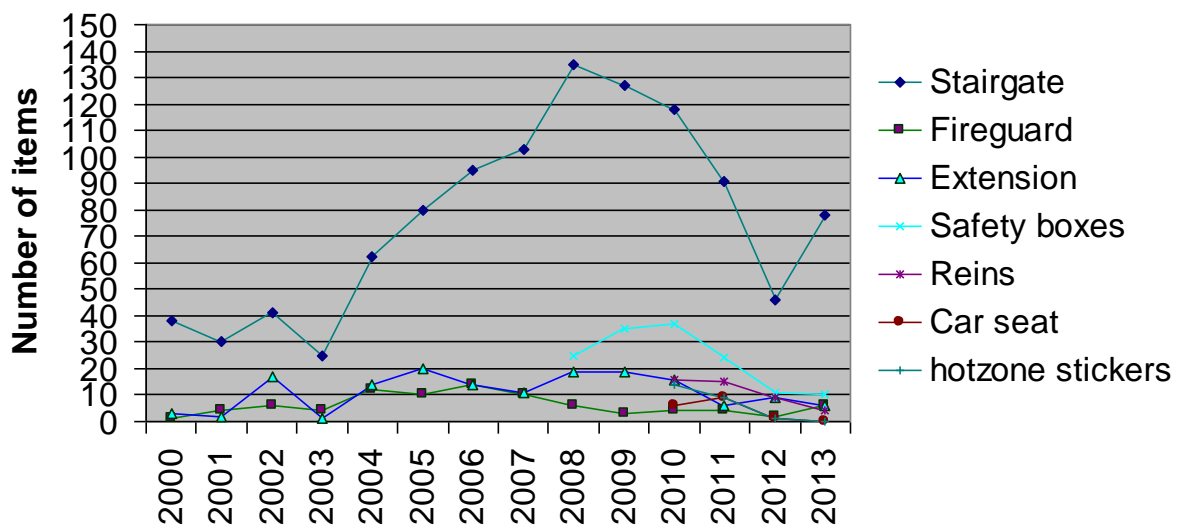
Due to a change in service provider the scheme was on hold for part of 2011 and recommenced in July 2012 with Pharmacy Locale as the equipment supplier.

#### **During 2013;**

- 104 safety equipment items were ordered and collected by clients
- The number of families accessing the scheme and collecting the equipment
  - 45 in 2013
  - 32 in 2012 (over 6 month period)
  - 75 in 2011
  - 62 in 2010
- 11 clients did not collect their orders, and these referrals were returned to the requesting health visitor to ensure there were no associated safeguarding issues
- 21 families were unable to pay the reduced cost and had the total cost paid for by the scheme (16 families in 2012, 11 families in 2011). All costs were waived due to financial restraint, with additional considerations listed below;
  - unemployment – 3 families
  - safety concerns due to recent incidents – 2 families
  - single parent – 4 families
  - house moves – 3 families
  - child disability – 2 families

- Pharmacy Locale received £1,810.30 in payment of goods
- Clients paid £353 as part payments towards the equipment with the scheme contributing £403.30 towards their costs (£203 for part year of 2012, £365 in 2011)
- The scheme paid £1,053.70 as waived, with clients making no payment towards the equipment (£748.10 in 2012, £275 in 2011)
- The scheme cost **£1,457.00** in 2013. (£1,070 over 6 months of 2012, £1,061 in 2011)
- Since 2000 the scheme has prescribed to clients 1,538 items including 1,069 stairgates, 86 fireguards, 157 stairgate extensions, 142 home safety boxes and 44 harness reins.
- If the scheme continues to be accessed at the same rate it has 3 year funding to supply the equipment.

### Safety Equipment purchased



### 14. Advising play safety

#### Action

#### Providing information and education on play safety

**14.1 Safety in Action.** To ensure children and young people develop skills to assess and manage risks, according to their age and ability CAPJ's annual Safety in Action event allows children to take part in simulations and interactive workshops explaining the key safety messages. Primary year 5

students visited workshops looking at road safety, cycle safety, trampoline and beach safety.

Statistical evidence shows younger children have more accidents in the home. Explaining risk and developing skills for this age group is undertaken by a comic given to each primary year 2 child with an accompanying safety talk. Play safety is specifically explored around possible unintentional injuries around the home, identifying risk, what can be done to minimise the risk and what to do if things go wrong.

## 14.2 Speak Dog & Stay Safe



Various triggers cause a dog to bite. What is known is children are vulnerable because of how they behave to animals and a lack of understanding regarding how dogs communicate. With this in mind a 30 minute lesson plan entitled 'Speak Dog and Stay Safe' was created for primary year 1 students and launched in January 2013. The aim was to ultimately reduce the risk of children being bitten by teaching them to recognise a stressed dog, identify what the triggers are and learn what to do if a dog runs at them or knocks them over.

'Speak Dog and Stay Safe' was developed by professionals in their field; animal behaviourists, paramedic with primary school teaching experience and emergency nurse. The scheme was piloted prior to cascading into schools and evaluated using data gathered from a large school sample.

A sample of 20 schools (565 students) were evaluated

- 32% admitted to having a dog
- 33% stated they had hurt themselves in the past and had to go to hospital
- 7% stated they had been bitten by a dog
- Between 14% and 66% of students identified photographs of dogs they thought were happy but were showing characteristics of being unhappy, anxious or angry.
- At the end of the lesson students were asked in turn to approach one of the toy dogs to say hello to it. 3% attempted to hug the dog.
- Children were invited to draw a dog safety poster after their lesson. 111 posters were received, with the winners each receiving a prize and the poster displayed on the CAPJ website.

Posters included drawings of;

- dog characteristics with ears and tails up or down
- dogs with food, being advised to find a grown up if worried about a dog
- asking the owner before touching a dog
- letting the dog smell your hand before stroking him
- leaving dogs alone if they are sad
- standing still if a dog runs towards them

- if a dog takes the sweets asking the owner to swap the sweets for a dog toy
- not taking a dogs toy and you can play with a dog when dad is around.

Following on from the success of Speak Dog and Stay Safe, CAPJ has been contacted by Dr Anne McBride, a Lecturer and Director of PGDip Companion Animal Behaviour in the School of Psychology at the University of Southampton. It is planned for the project to be evaluated by two masters' students and re- running it in Southampton using the same leaflets, banners and props.

**14.3 Prison! Me! Now Way!!** Partners Prison! Me! No Way!! deliver 'Crime and Safety Awareness Day's' to secondary school year 8 students. Over the year, 8 schools receive workshops covering a range of subjects linked to behaviour and safety – these include first aid, road safety and drugs awareness.

The students are removed from their normal daily school cycle and escorted by officers in a disciplined manner through a series of interactive workshops, resourced by numerous agencies, including the Prison Service, Police Service, Fire and Rescue Service and Ambulance Service. The Awareness Days encourage the students to consider the possible consequences of their actions giving them clear information to enable them to make informed choices.

Data from the Emergency Department attendances has been collated throughout 2013. This local information identifies the environment, equipment and behaviour that poses a risk or seriously unintentional injury and is used to help plan prevention initiatives.

## **15. Provide education and advice on water safety**

### **Action**

#### **15.1 Providing information and education**

Primary year 5 students attend a water safety workshop during their visit to Safety in Action looking at rip currents, what to do if you get into difficulties in the water and how to be water safe.

A Safety Sam comic was developed and produced and is planned to be given with an accompanying talk to primary year 3 students. One of the themes includes sea rock rescues and discusses the risks of rock pooling with an rising tide and the dangers of being stranded.

CAPJ 's Swimming Pool Code of Conduct is available as a free download from its website. A total of 387 copies have been downloaded since it was

placed on the site. Further information on the website about how to keep water safe is available.

Partners Prison! Me! No Way!! deliver 'Your Choice Day's' to primary year 6 students. 30 schools throughout the year receive workshops including sea and beach safety sessions.

## **15.2 Capture water related statistics**

The States of Jersey Fire and Rescue Service Rescue issue their incident statistics in an annual report. The below information relates to the use of their Rescue Boat for inshore rescue when they went to sea and assisted and does not include mobilisation that was stood down en route. Their data does not capture how many children were involved in any of the incidents.

Total Incidents': 22

No. of incidents involving people on rocks, cut off by tide: 3

People brought to safety from above incidents:22 total rescues followed by rescues from rocks, including 6 who were cut off by the tide.

The RNLI 19 lifeguards patrolled St Ouen's, St Brelade's Bay, Greve de Lecq and Plemont beaches between 10am and 6pm from May until October.

They dealt with 197 incidents while patrolling the Island's beaches and helped a total of 260 people, saving 2 lives. St Brelade's beach was the busiest of the four patrolled beaches, where 111 people received assistance, while 98 people required help at St Ouen's Bay. The lifeguards also came to the aid of 78 beachgoers at Greve de Lecq and 69 at Plemont. Their data has not captured how many children were involved in any of the incidents.

## **16. Provide a firework safety campaign**

### **Action**

#### **16.1 Collection of accidental data**

Unintentional injury related fireworks is collated via Jersey's emergency department data and collated in the spring of every year, with a report produced and distributed to relevant parties.

#### **16.2 Provide firework code at point of sales**

Partners States of Jersey Fire & Rescue raised awareness through newspaper and radio press releases, highlighting the dangers associated with fireworks. Safety leaflets were given to all retailers for distribution with firework sales.



Safety leaflets were available for free download from CAPJ's website, 126 were downloaded during 2013 with a total download value of 688. Further firework safety information could be found on CAPJ's website, with news items placed on the Facebook page and website news.

## **17. Advising cycle safety**

### **Action**

#### **17.1 Provide education and information**

CAPJ's Safety in Action event included 2 workshops looking at cycling safety. Students looked at the potential injuries that could happen if you fell off a bicycle in the first aid workshop and how to wear a helmet properly in the play workshop.

CAPJ's Safety Sam comic was developed during 2013 distributed to primary year 3 students in 2013. One of the topics included bicycle safety, looking at the importance of wearing a helmet on every journey.

Cycle safety information is available on CAPJ's website with news items added to the Facebook page.

In the Prison! Me! No Way!!! Year 6 'Your Choice Day' a workshop co delivered with the States of Jersey Police looks at how and why collisions occur. The workshop centres on the poor choices made by a young cyclist and how these contributed to a crash.

In April 2013, a sample of 309 students was asked if they cycled on the road, 74% said they did (2012 – 65%, 2011 – 70%, 2010 – 42%).

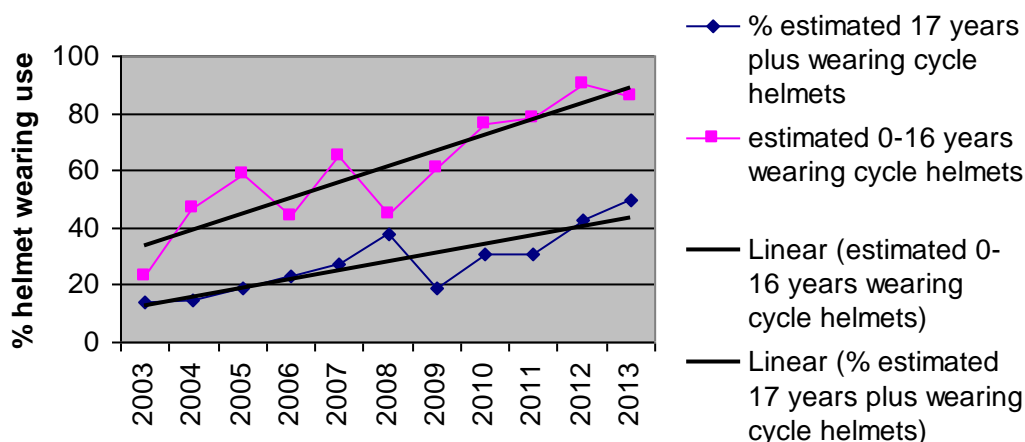
Out of the number that stated they cycled on the road 5% stated they the proposed change in cycle helmet legislation would stop them from cycling on the road when it comes into force. (2012 – 6%, 2011 – 6%, 2010 – 2%).

#### **17.2 Collect and collate local data**

In March 2010 the States of Jersey approved a proposal by Deputy Andrew Green for compulsory helmets use when cycling for under 18's. On going statistical information is being forwarded to Transport and Technical Services Department to assist in the drafting of this new legislation.

Bicycle helmet wearing rate statistics were gathered for the 11<sup>th</sup> year. The count was taken at the same venues on similar dates and times over the same number of hours. The Esplanade cycle path, Les Quennevais cycle track and Railway walk.

### Helmet wearing rate 2003-2012 Esplanade/Les Quennevais/Railway walk



- There were more male cyclists seen than female cyclists (as seen in previous years except 2009).
- Females aged 0-16 years were more likely to wear a helmet than males aged 0-16 years (as seen in previous years except 2009). The differences between 0 -16 year old males and females wearing rate was; 22% in 2010, 8% in 2011, 4% in 2012, 7% in 2013.
- Adults were more likely to wear a helmet if male in 2013, but only just. The differences between those aged 17 years and over was; 9% in 2010, 5% in 2011, 3% in 2012 and 1% in 2013.
- 86% of children (estimated at 0-16 years) wore helmets when using the Railway Walk/Les Quennevais cycle track/Esplanade cycle path out of 182 sample riders (65% in 2007 and 13% in 2003).

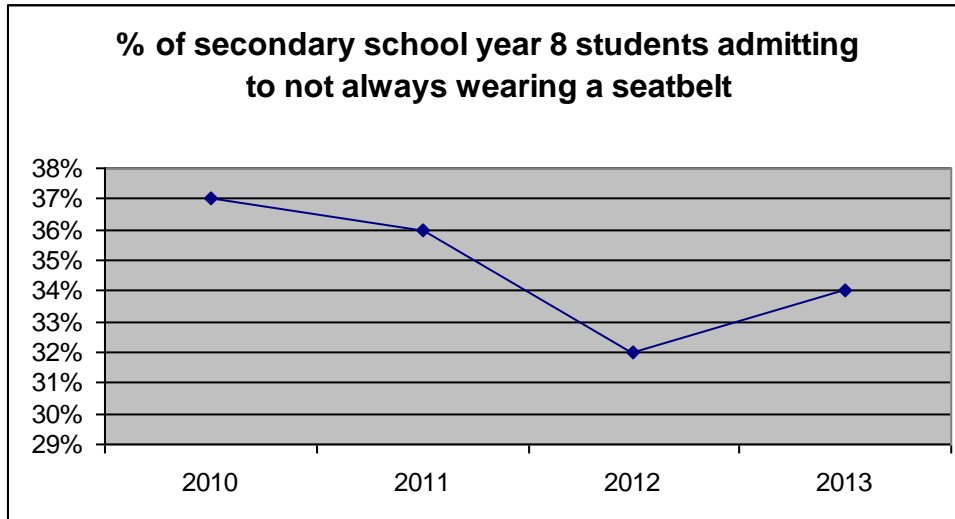
## **18. Provide education and road safety campaigns**

### **Action**

#### **18.1 Collect and collate local data**

CAPJ undertook a verbal survey of seatbelt use and knowledge from 835 year 8 secondary school students. In April private schools were approached and October public schools.

Question 1; Students were asked how many forgot to wear their seatbelt when in a car, either in the front or the back of the vehicle.



- 34% of students admitted to sometimes forgetting to wear a seat belt

Question 2; Students were asked how many sometimes wear their seatbelt differently? That is in a position the belt has not been designed to be worn, for example the diagonal belt put behind the back or under both arms.

- 48% of students admitted to sometimes wearing their seatbelt differently.

### **18.2 Ensure seatbelt education campaigns continue, leading to behaviour change and the increase of seatbelt use in the front and rear of vehicles**

Since rear seatbelt use for all legislation was passed in October 2008, booster seat legislation for children under the age of 12 years and less than 1.35 meters remains with the law draftsman. It is hoped that this legislation will be drafted and brought to the States Assembly for debate.

Prison! Me! No Way!! Crime and Safety Awareness days took place in March and October. CAPJ assisted in delivering a seat belt workshop.

- 835 students from 7 secondary schools attended 46 seatbelt workshops at Prison! Me! No Way!! delivered by CAPJ members including the Road Safety officer.
- Sound bite comments from students about what they learnt from the workshop were;
  - 'Wear your seatbelt in the car at all times or it can cause a death'*
  - 'How bad a car crash can be'*
  - '3 points on a seat belt'*
  - 'Always wear your seat belt'*
  - (The best part of the day - the seat belt workshop)*
  - 'A 3 point seat belt is the best seat belt'*
  - 'That your weight is really high in a fast car'.*

*'That you can die in a car without your seatbelt'*  
*'Seat belts are very important'*  
*'That its the law to wear a seat belt'*  
*'How to put a seat belt on properly'*  
*'If a seat belt isn't placed properly it can damage organs'*

Over a 12 month academic year (September to July) 30 primary schools were invited to receive a year 2 comic talk on seatbelt and in car safety, as part of their Safety Sam comic talk.

### **18.3 Road safety campaigns**

- Over a 12 month academic year 30 primary schools were invited to receive a year 3 comic talk on pedestrian safety, as part of their Safety Sam comic talk. Every year 3 student was given a comic including road safety information.
- 30 primary schools involving year 5 students received a road awareness workshop during Safety in Action specifically looking at pedestrian safety.
- 30 primary schools involving year 6 students received a pedestrian safety workshop during Choice Prison! Me! No Way! Days, involving 937 students. Workshops were delivered by the Road Safety Officer with some support from CAPJ.