

Not for Play, Keep them Away, Year Two

August 2014 – August 2015

1. Introduction

1.1 Purpose

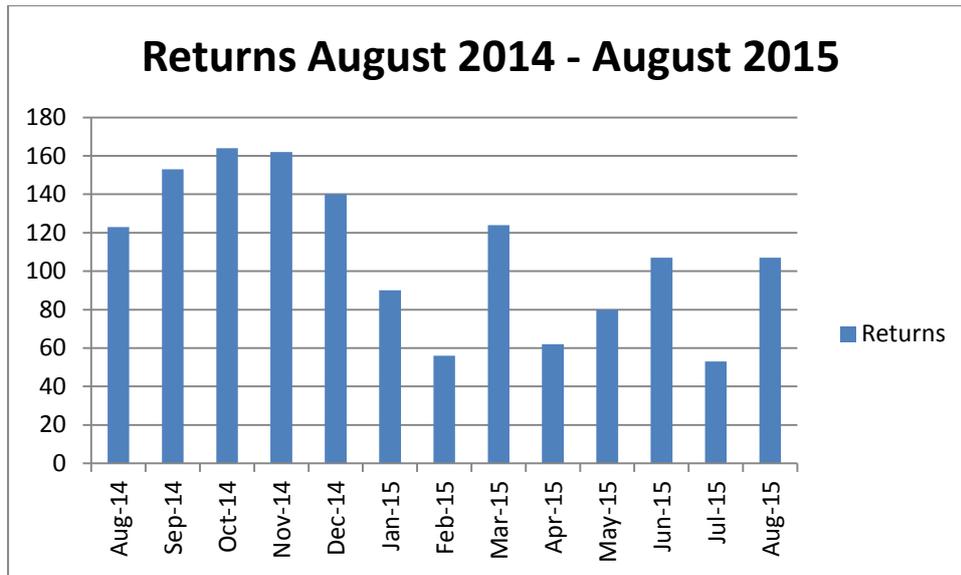
This paper follows on from the *"Not for Play" Campaign End of Year Evaluation* report completed by RoSPA and Rocket Science for year one of the campaign during July 2013 to July 2014. It provides an update on the findings of the delivery, outputs and outcomes of the second year of the "Not for Play" programme from August 2014 to August 2015. This short report provides useful information regarding insight into risks and behaviours of families across NHS GGC.

1.2 Not for Play, Keep them Away

"Not for Play" aims to provide every parent/carer in NHS GGC, who has a baby at 12–16 weeks of age, with a small resource pack and information during a brief discussion about keeping children safe from liquitabs and other household cleaning products. Parents/carers were encouraged to fit the cupboard catch in the kitchen to help prevent access to liquitabs and other household cleaning products or to move liquitabs into a storage area that was not accessible by children. Children and Families teams who distributed the "Not for Play" resources asked families to complete the questionnaire at the point of distribution.

A total of 1,421 evaluation forms were completed and provided the information contained in this report. Graph 1, shows the number of evaluation form returns made per month. The number of evaluation form returns varied across the year, with October 2014 having the highest number of returns.

Graph 1



2. Results: Year Two

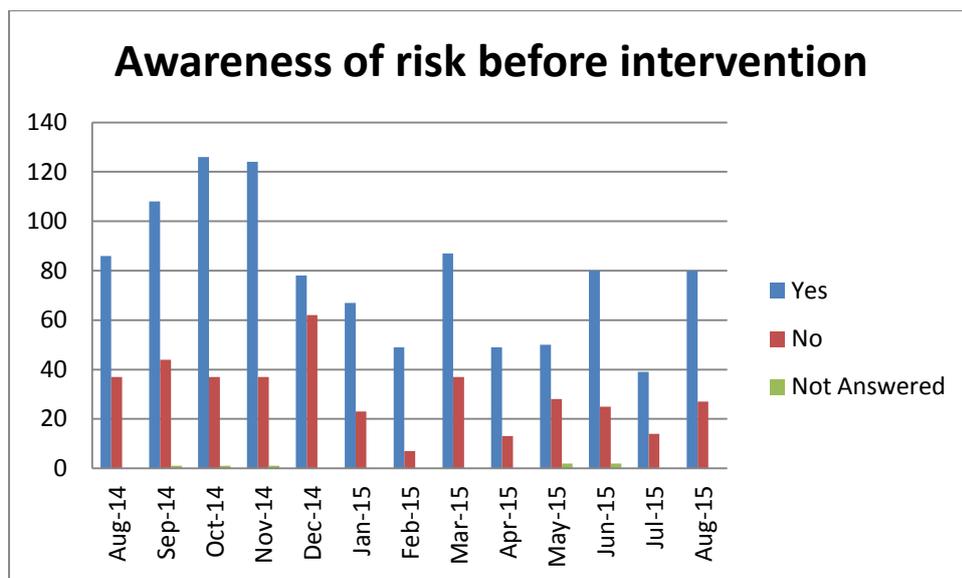
2.1 Awareness of Risks

The evaluation form asked parents/carers about their previous knowledge of the risks of liquitabs before they were provided with information and a cupboard catch pack.

Of the 1,421 evaluation forms returned, a total of 1,023 or 72% of respondents were aware of the risks of children accessing liquitabs before being provided with information and a brief intervention. This is a 7% increase in general awareness in comparison to the baseline survey completed during year one of "Not for Play," which had a 65% baseline awareness level.

Graph 2, demonstrates the number of parents/carers throughout the year who said yes they were aware of the risks, or no, they were not aware of the risks and also where this question had not been answered.

Graph 2

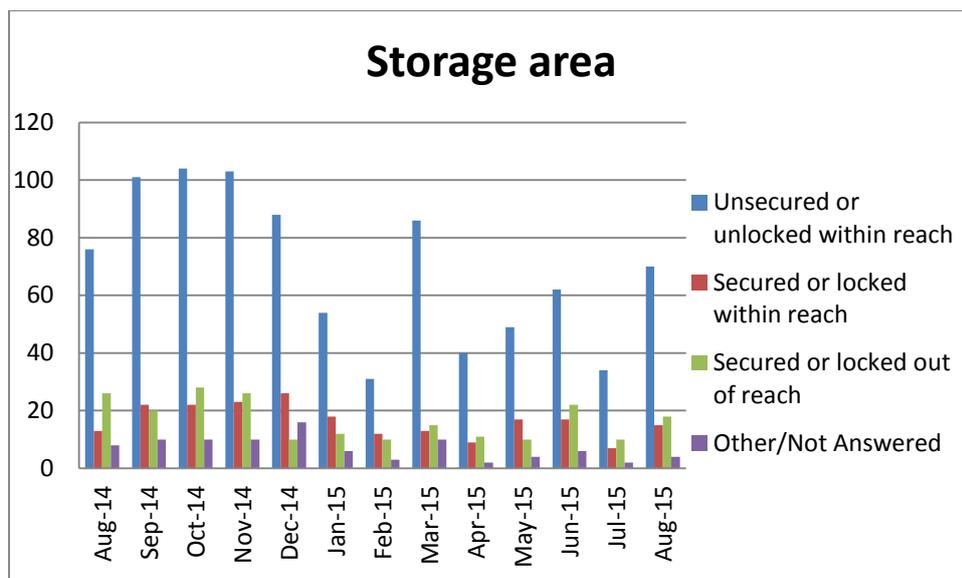


As demonstrated in the graph above, awareness levels varied across the year. Of the 1,421 evaluation forms returned, a total of 7 respondents, or 0.5%, did not answer this question. A total of 391, or 27.5%, of respondents were not aware of the risks of children accessing liquitabs before being provided with a pack and information.

2.2 Parents' Behaviour and Storage of the Product

Parents/carers were asked where they currently stored liquitabs and/or other household cleaning products, before receiving an information pack and having a conversation about the issue. Graph 3, identifies that 63% of respondents stored liquitabs in an unsecured or unlocked area within reach of the children (e.g. under the sink. (Year One identified 58% of respondents stored liquitabs in an unsecured or unlocked area within reach of children). 15% of respondents stored their liquitabs in a secured or locked cupboard within reach of children. (Year one identified 19% of respondents stored their liquitabs in a secured or locked cupboard within reach of children). A further 15% stored them in a secure area out of reach of children. (Year one identified 16% stored them in a secure area out of reach of children). A total of 7% of respondents did not answer this question or provided an alternative location for storage.

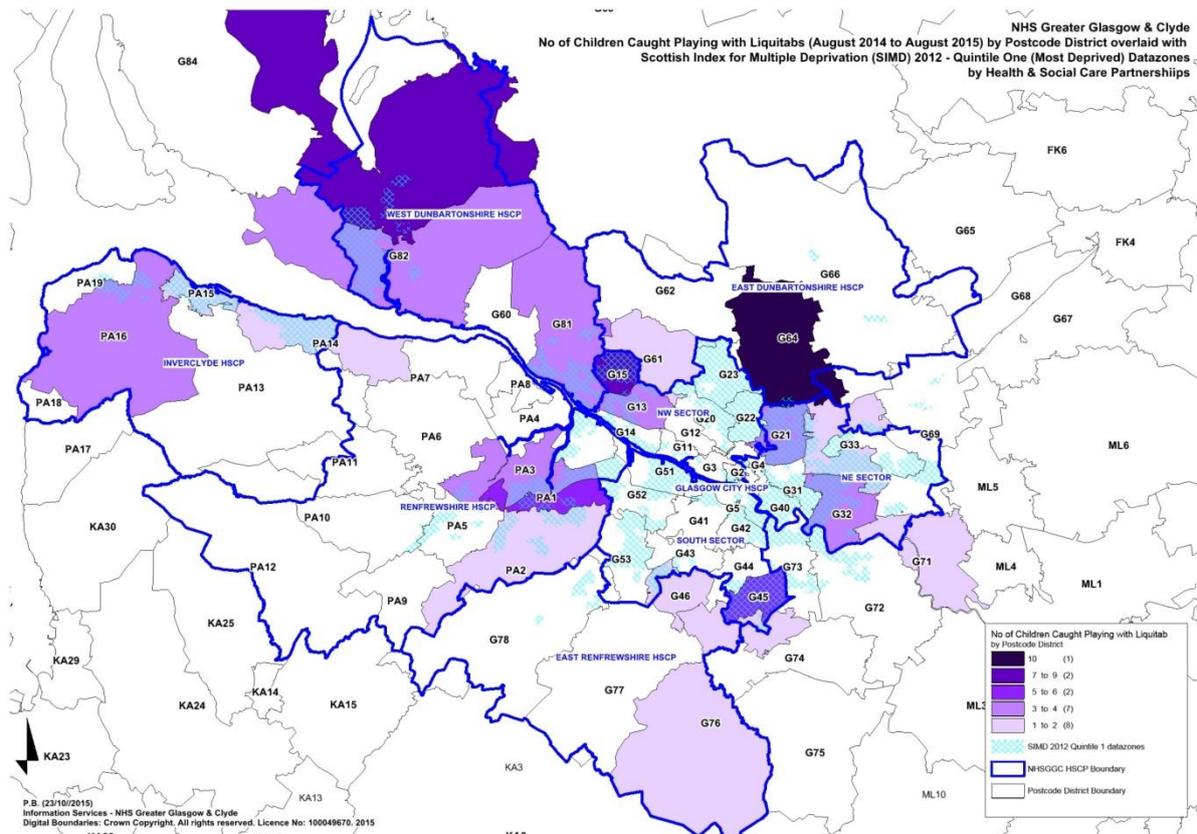
Graph 3



2.3 Parents Previously Found a Child Playing with Liquitabs

Parents/carers were asked if they had ever found a child playing with liquitabs. A total of 73 respondents or 5% had found a child playing with liquitabs or household cleaning products. (Year one highlighted 7% of respondents had found a child playing with liquitabs or household cleaning products.) Map 1, demonstrates the geographic areas across NHS GGC where a parent/carer had found a child playing with liquitabs. The highest proportion of children found playing with liquitabs was self reported in East Dunbartonshire Health and Social Care Partnership (HSCP) area followed by West Dunbartonshire HSCP area. It must be noted that where higher proportions of children were identified playing with liquitabs compared to other areas, this may be due to the total number of parents reporting in these areas. Where there are greater numbers of children playing with these products, there is a greater risk of a child ingesting liquitabs and having to be admitted to hospital as a result of their injury.

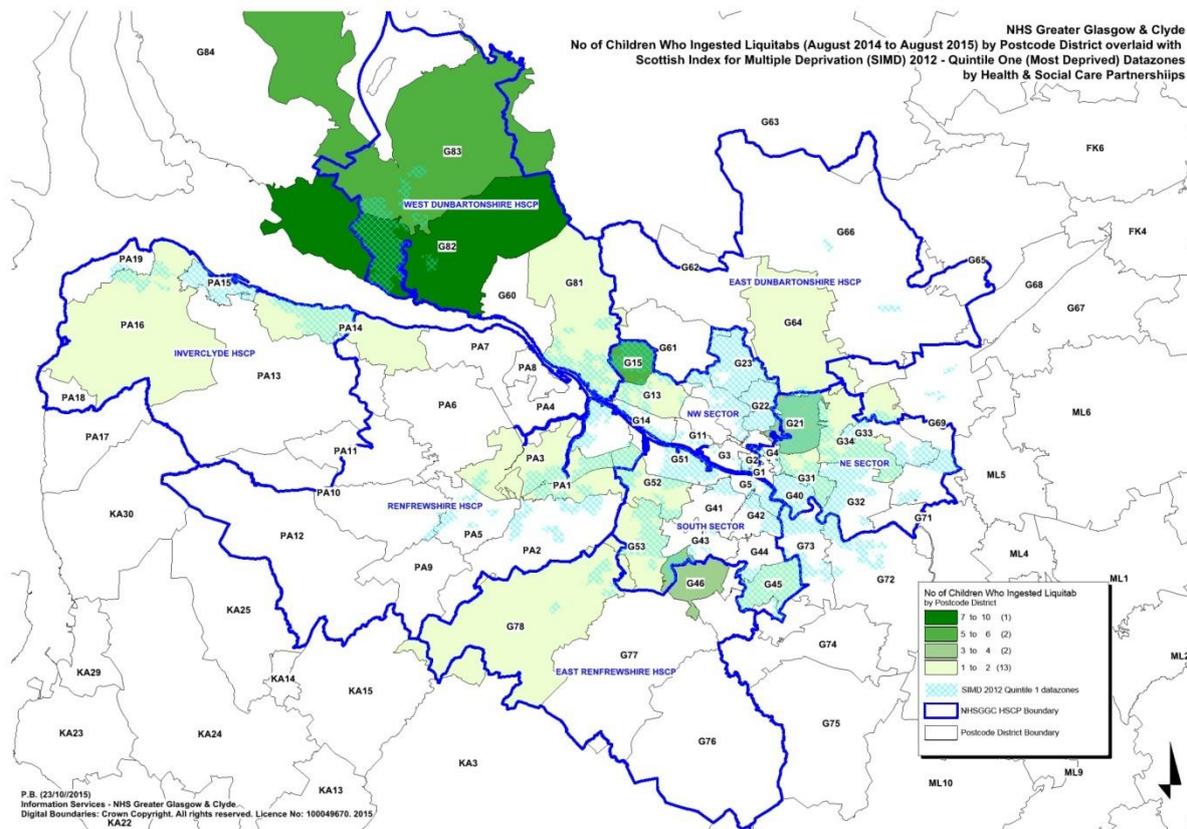
Map 1



2.4 Parents/Carers Reporting a Child Swallowing Liquitabs or Other Household Cleaning Products

Parents/carers were asked if their child had ever swallowed liquitabs or household cleaning products. A total of 46 respondents, or 3.2% of all respondents, reported that their child had previously swallowed liquitabs or other household cleaning products. (In year one it was identified that 4% of all respondents reported that their child had previously swallowed liquitabs or other household cleaning products). This has been mapped out across the NHS GGC HSCP areas. A higher proportion of parents/carers in West Dunbartonshire had observed a child swallowing liquitabs or other household cleaning products. This can be seen in Map 2. This was followed by a pocket in the North West Sector of Glasgow where a high number were identified in that area.

Map 2



2.5 Hospital Admissions

The Ear Nose and Throat (ENT) team at Glasgow's Royal Hospital for Children have reviewed all admissions to their department as a result of liquitab ingestion. The ENT team report one admission during year one of the programme, from July 2013 to July 2014 and one admission during year two of the programme from August 2014 to August 2015. Before the implementation of the "Not for Play" campaign across NHS GGC, nine children were admitted to the Children's Hospital's ENT Department for specialist treatment over one year. Comparing pre-campaign to year one and year two of the programme demonstrates a consistent reduction in the numbers of children treated at the Children's Hospital as a result of liquitab ingestion.

2.6 Treatment Costs Versus Campaign Costs

NHS GGC carried out an analysis comparing the cost of treating one injury versus the costs of the "Not for Play" programme in 2013. It highlighted that if only one case was prevented, the average costs saved to NHS GGC was £19,500.00, however this is an average figure and the costs may increase or decrease dependant on the treatment required per case. The costing is based on nine cases treated by the ENT department only and excludes other departments and specialties.

In the pre-campaign year, there were nine children admitted to the Intensive Care Unit with liquitab injuries, of which, one needed major airway reconstructive surgery. Hospital costs for these nine children alone, excluding all other A&E or ward attendances, amounted to £175,500 in total with a mean cost of £19,500 (range £4,711-63,890). The cost per cupboard catch safety pack is £0.73, amounting to £11,680 for the 16,000 packs sent out each year. As the number of hospital admissions has fallen to one per year in each of the first two years of the campaign, the suggested reduction in direct NHS costs is £144,320 per year (8 cases less per year at average cost of £19,500.00, minus the costs of cupboard catch packs).

The costs of treatment for liquitab ingestion are significant to the NHS and also to wider society. These costings exclude parental time off from employment, travel to hospital or arrangements to have other children cared for. They also exclude A&E attendances.

3. Conclusions

This short report highlights the need to continue to raise the awareness of the risks that liquitabs and household cleaning products pose to children. It also highlights the suggested costs saved by implementing the programme.

The findings in the report demonstrate the need to continue to provide resources to every family with an infant across NHS GGC. It identifies risks, which have been self reported by parents/carers despite the continued promotion of the safety message across NHS GGC.

In order to ensure continued awareness raising, posters have been sent again to GP practices, Health Visiting teams and to Health Improvement teams for local use. All teams are asked to continue to ensure that resources and conversations using a brief intervention approach are provided to all families across NHS GGC for at least the next year. Health Visiting teams should continue to complete evaluation forms and return on a monthly basis to the Child and Maternal Public Health Team to allow for continued monitoring of risk and distribution across NHS GGC.

Funding has been secured for Year Three of the programme with contribution from a number of Health Improvement team budgets across NHS GGC. Continued funding commitment by HSCP's, Children and Family teams and Health Improvement teams requires to be considered and finding a suitable way to ensure continued resource distribution is vital.

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