

Child Accident Prevention Jersey

Annual Report

2018



Child Accident Prevention Jersey



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1. Foreword and Introduction

Welcome to Jersey's Annual Child Accident Prevention Report for 2018. The Child Accident Prevention service in Jersey has been running for in excess of 20 years. Whilst this service continues to be funded as part of FNHC's charity work, it is an excellent example of sustainable partnerships and multi- agency collaboration. This service could not be delivered without the support and time provided by;



This partnership is also supported by additional grants and donations that are applied for on an annual basis, along with the commitment from the CEO of FNHC, Director General for Children Young People and Education Services, the Childrens Commissioner and the Medical Director who all recognise the added value of this service.

Child Accident Prevention work continues to grow and is a priority in maintaining the safety of children on Jersey by avoiding preventable accidents. This work is welcomed by both Islanders and professionals alike and FNHC continues to prioritise this area of work making it an integral part of their new 5 year strategy.

Whilst it has been another challenging year, this report demonstrates the impact of our work and the continued move forwards in our efforts to keep the children of Jersey safe through cost effective timely campaigns that allow children to learn how to keep themselves safe.

Child Accident Prevention Jersey (CAPJ) currently focus on children aged 0-12 years. The work we do and this report highlights the risks identified to children in Jersey within this age range and the unintentional injuries they experience. The work of CAPJ is helping to reduce those risks. This report details the work that has been delivered during 2018, outlines areas for future development and the work that is planned for 2019.

Currently all of our advice and campaigns are aimed at giving children the information and skills to think about and manage their own safety as well as the safety of those around them.

CAPJ also recognises that children are not solely responsible for their safety and because of this we aim to reach as many adults as possible so that they too may have good quality and current information regarding Child Accident Prevention.

Using evidence is important for us to understand trends, target interventions in the form of campaigns and parent/adult education and measure impact. CAPJ draws data from national jurisdictions as well as locally. Using raw data held by the Jersey Emergency Department (ED), assists us to identify the reasons that children are attending ED and this information helps us to develop the preventative campaigns we run.

During 2018 and with the support of our partner agencies, we delivered those campaigns to 31 primary schools and 4 secondary schools. We spoke to approximately 8,000 children, many of them more than once and with a variety of safety messages, all of which are detailed within this report.

Our approach is to work collaboratively keeping the child at the centre of everything we do, we promote safety and positive outcomes for every child regardless of their social-economic place in society.

CAPJ wants every child to explore, play, have fun and get muddy in the process, in order to help them develop and reach their full potential. We believe it is the right of every child to grow up in an environment that keeps them safe from injury, disability and death. We further believe that a balanced approach to assessing the risks and benefits of an action will reduce the number of children failing to become healthy, happy adults because of an unintentional injury in childhood.

2. Collaborative Working

Family Nursing & Home Care (FNHC) manages and funds the post of a part time Child Accident Prevention Coordinator (18.5hours).

FNHC also manage the finances involved with CAPJ and the campaign costs associated with the work being done.

Representatives from the following Agencies and Organisations, both statutory and voluntary, work within CAPJ bringing their area of expertise, knowledge and skills to ensure that good quality information is available and passed on through our campaigns.



- Family Nursing & Home Care
- Education Department
- States Of Jersey Fire & Rescue Service
- States Of Jersey Ambulance Service
- Jersey Child Care Trust
- Headway
- Jersey Coastguard
- Health
- Trading Standards
- Prison! Me! No Way!
- Department for Infrastructure
- States Of Jersey Police
- The Bosdet Foundation
- St John Ambulance
- Volunteers

The commitment shown by these representatives is supported by their own Senior Management Teams.

With this model of multi-agency working, we ensure that all CAPJ efforts and campaigns are co-ordinated and efficient, using the strengths, skills and resources of those involved to best inform our children and their families, our professionals and the wider community.

3. Finances

Child Accident Prevention finances are managed and audited by Family Nursing & Home Care as part of their charity function.

Whilst the salary for the post of a part time coordinator (18.5hours) is funded by FNHC, all other campaigns and resources are supported by grants and charitable donations. Without this support we would not be able to offer the wide ranging advice and information required to keep our children and young people safe.

Grants and Donations

During 2018 a number of grants were applied for to support a variety of ongoing projects. CAPJ were successful with the following applications;



Education Department supported Safety in Action 2018 with a grant of £3220.00



A gift of £10,000 was given by an anonymous donor and was ring-fenced for use in helping local families access the Subsidised Safety Equipment Scheme



Jersey Electricity

Jersey Electricity once again sponsored the production costs of our contact cards. This totalled £919.00



We were also very grateful to the children of St Lawrence Primary School who held the Great St Lawrence School Bake Off and raised money which was put towards the cost of a speaker to use during our Make the Call assemblies.

The donations and funding received in 2018 also helped us to continue to support our Subsidised Equipment Scheme.



CAPJ works alongside Health Visitors, who are ideally placed to identify families who may not otherwise purchase safety equipment such as fire guards, stair gates and harness reins either because they suffer financial challenge or because they do not prioritise this equipment. Families where there may be safe guarding concerns and/or families who are part of the MECSH programme (*Maternal Early Childhood Sustained Home-Visiting*) also benefit from this scheme.

Families who are referred into the scheme can purchase the equipment from Pharmacy Locale at a reduced cost. CAPJ Jersey then pays the remainder from the allocated fund. In cases of extreme hardship the cost of the equipment can be waived entirely by the CEO of FNHC.

4. Subsidised Safety Equipment Scheme

This year, the scheme was supported by an anonymous donation of £10,000.

During 2018 we sold 101 items.

Item	Number sold	Cost to CAPJ
Stair gate	66	£791.34
Stair gate extension	6	£17.94
Fireguard	2	£27.50
Harness reins	1	£3.00
Stair gates (cost waived)	27	£593.73
Stair gate extension (cost waived)	1	£7.49
Total	103	£1461.00

Stair gates remain the most popular piece of equipment sold as part of this scheme and this should be seen as a positive factor.

The Royal Society for the Prevention of Accidents (RoSPA) recommends the use of correctly fitted stair gates in the homes of all children under the age of 24 months. They acknowledge that the most useful places for these are at the top and bottom of the stairs as well as at the entrance to the kitchen where necessary.

(Home Safety Position Statements) 2014

What the data tells us

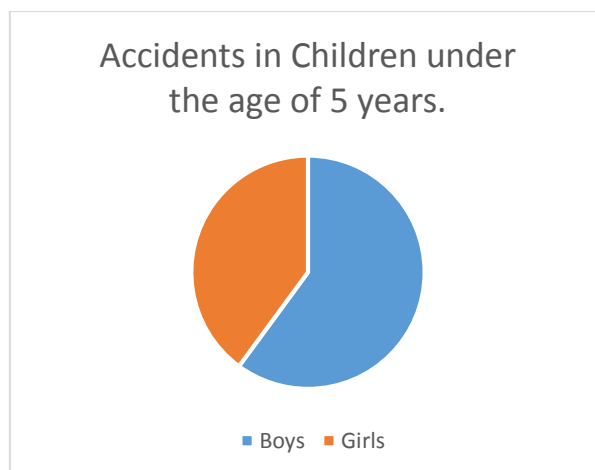
In 2018 following the data analysis on accidents in children between 0-12 years showed that during 2018, a total number of 1007 children under the age of 5 years attended ED because of an accident. This figure was down by over 100 children from 2017.

The data by gender shows that proportionately more boys than girls suffered accidents in this age group and this is consistent with previous years.

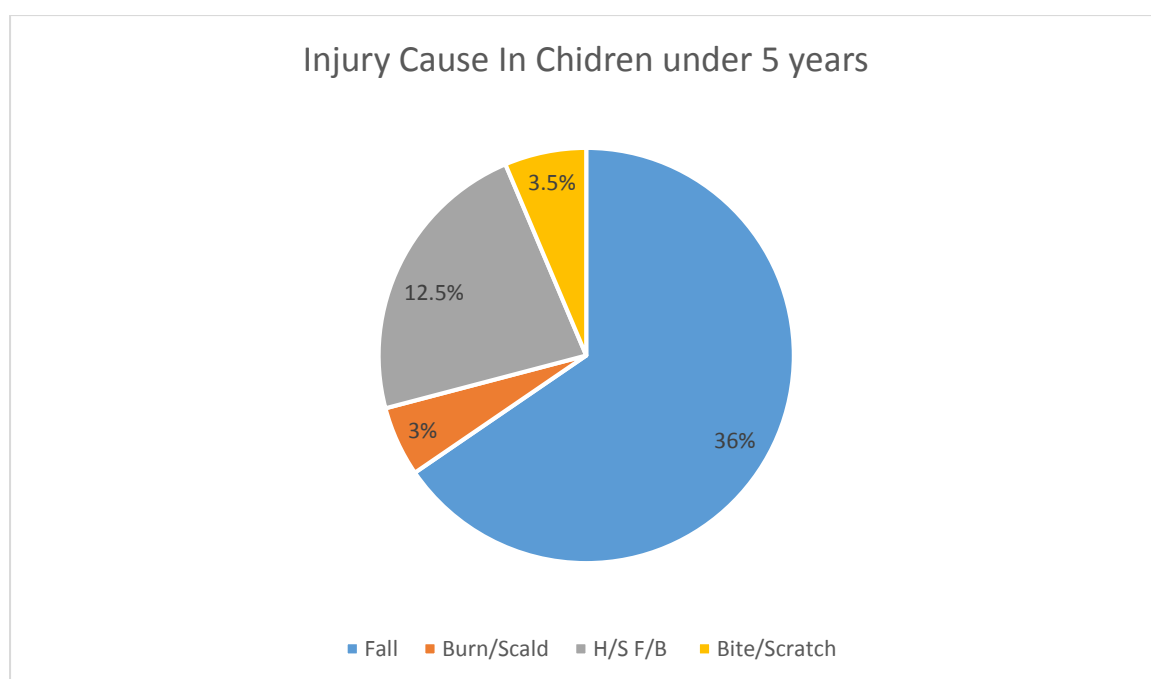
5. Accidents in Children under 5 years

During 2018, 1007 children under the age of 5 years attended ED because of an accident. This was over 100 fewer than 2017. (1111)

CAPJ also identified that, at this age, boys are more likely than girls to have an accident.



Whilst the type of accident varied, the highest proportion of children were injured because of a fall (36%), 3% suffered a burn/scald, 12.5% were injured after coming into contact with a harmful substance or a foreign body and 3.5% because of a bite, sting or scratch.



The 2018 data identified a number of areas where preventable accidents were occurring;

- Dog Bites
- Harmful Substances
- Burns and Scalds
- Falls in under 1 year olds

6. Speak Dog & Stay Safe



This campaign is now in its 5th year and is well received by all Island Schools.

Each Year 1 class in local primary schools is offered a session and in 2018 there was, once again, 100% take up.

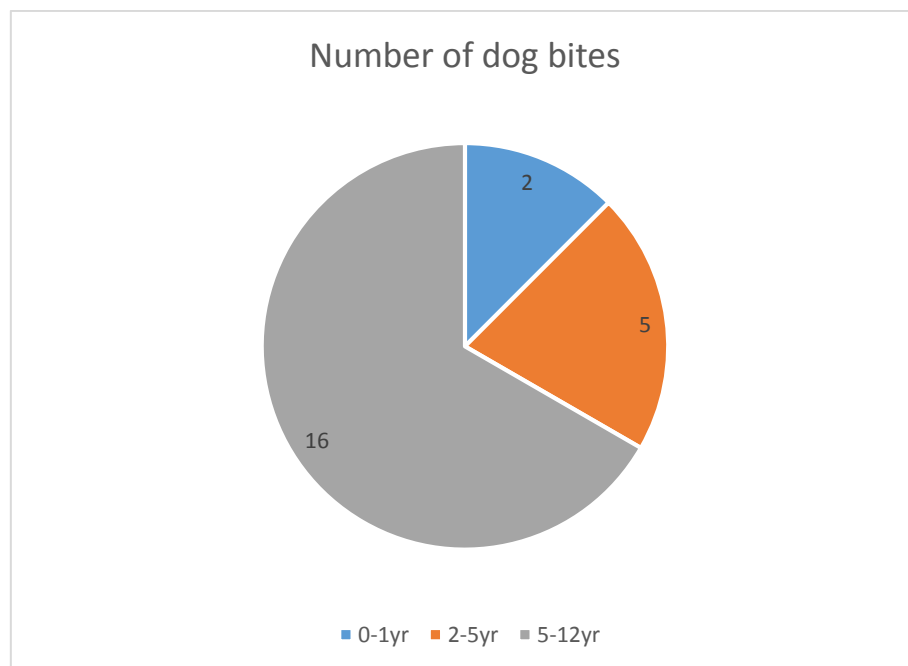
This means we delivered the message of 'Speak Dog' to 1165 5/6 year olds.

Our messages within this campaign remains the same and was based on advice from local and national dog behaviour experts. We remind children not to touch a dog unless they ask the owner first, to never cuddle a dog and to never try to take anything away from a dog. We also teach them how to read the signals that a dog gives us about how they are feeling.

However, it should be remembered that we are talking to children who are only five and six years old and so whilst we hope to begin to make them understand how to behave around dogs, we fully appreciate that they are not responsible for their own safety.

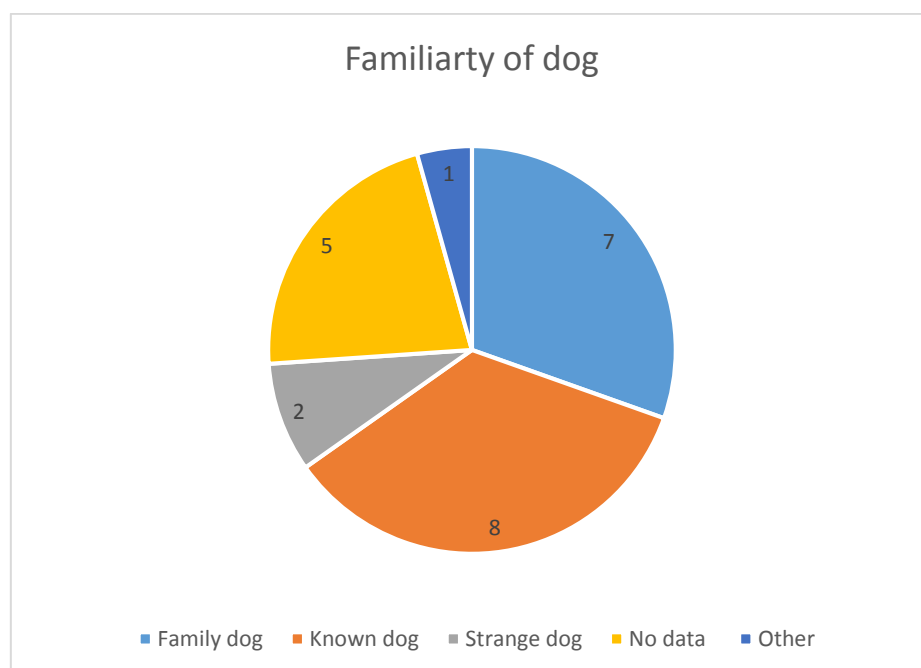


During 2018 there were a total of 23 incidents of dog bites to children aged between 0 -12 years old. A further incident involved a scratch from a dog that jumped up whilst a baby was being breast fed.



The above graph shows the ages of the children bitten by a dog during 2018 and indicates there is still work to be done in educating children about the signs that dogs give about how they are feeling as well as how to behave around a dog.

The graph below shows that, whilst we are all concerned with the possibility of an unprovoked dog attack, this is the exception and not the rule. More often children are bitten either by their own dog or by a dog known to them.



This graph evidences that most dog bites are from dogs children know, which suggests that we need to, not only continue to talk to children but also access their parents, adults and dog owners as they are ideally placed to ensure that children understand that even their own, much loved family dog is capable of biting given the right circumstances.

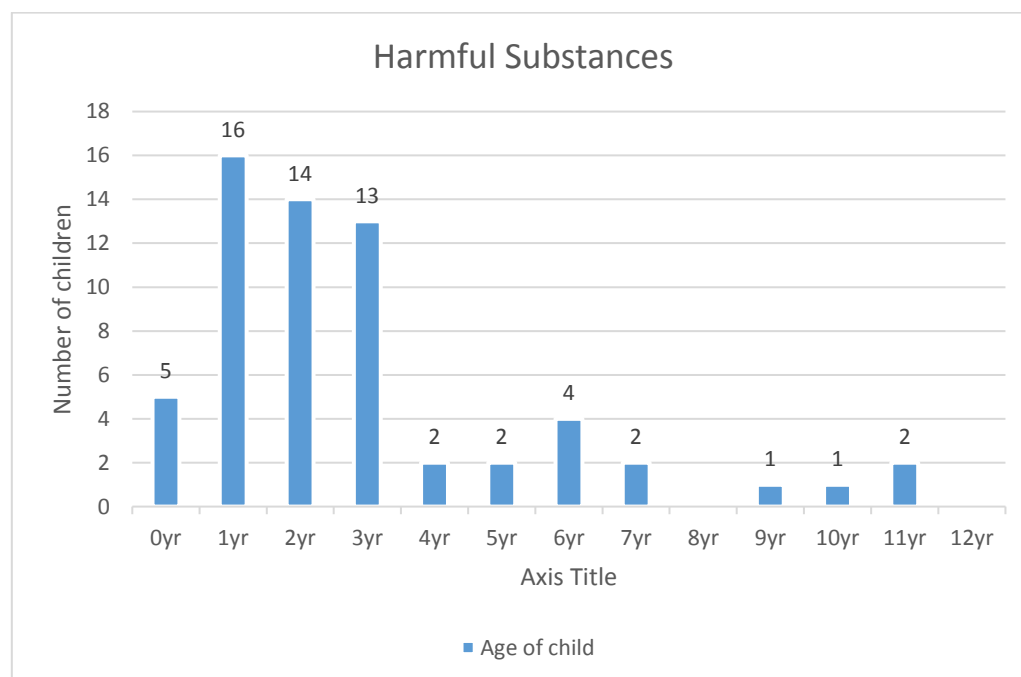
Within the home, parental supervision is key to ensuring that dogs and children can live together safely and so CAPJ has more work to do in reaching parents as well as dog owners, and this work can be supported by the Health Visiting Service.

7. Harmful Substances

During 2018, 62 children aged 0 – 12 years were seen at ED because they came in to contact with a harmful substance.

The type of substance varies greatly but the majority were ingested. These included magnets, medication (adult and child), bleach, rat poison and nail varnish remover.

As the graph shows, the vast majority of the 62 children who fall in to this category were under the age of 4 years old (77%).



Other injuries from harmful substances included eye, mouth, face and hand injuries.

It would seem clear from this that there is work to be done in convincing parents and carers of the importance of locked or out of reach cupboards for these kinds of substances.

8. Burns & Scalds

55 children attended ED because of a burn or scald in 2018.

The age group at greatest risk are pre-school children.

29 children aged 0yrs – 4yrs attended ED because of a burn/scald.

14 children aged 5yrs to 10yrs attended ED because of a burn/scald.

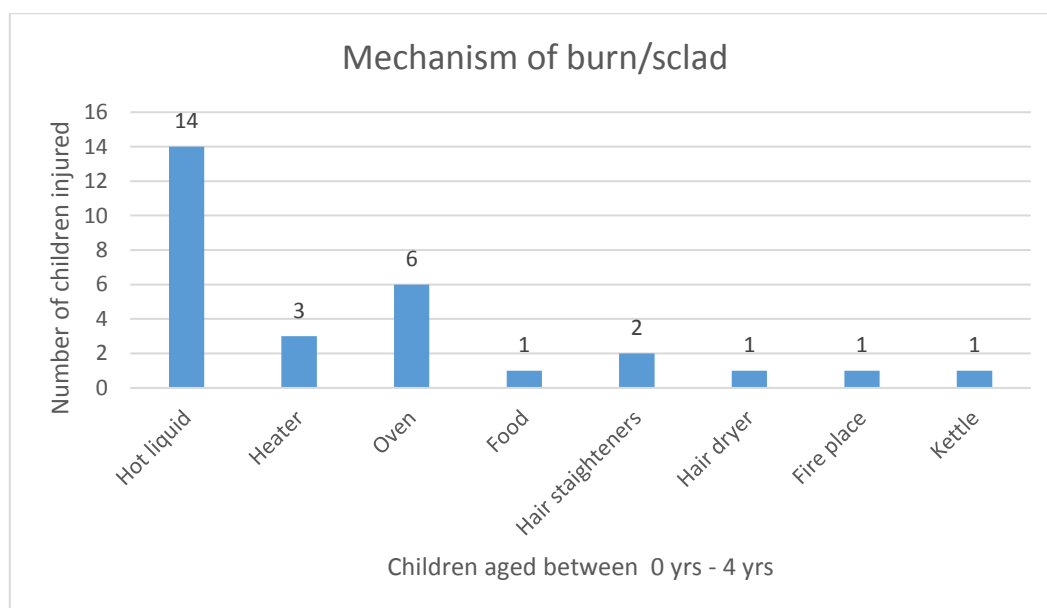
12 children aged 11yrs and 12yrs attended ED because of a burn/scald.

This data would suggest that as children reach the age of secondary education (11yrs) they are becoming more independent and are more likely to be in the kitchen at home.

This shows that there is an opportunity for CAPJ to teach this age group about safely using kitchen appliances as well as educating people regarding dangerous fads and “challenges”. These challenges are often published on social media and are likely to cause harm i.e. salt/ice challenge.

Most strikingly, the data shows that pre-school children continue to be the age group most at risk from a burn/scald.

Injuries to this age group included burns/scalds from hot liquids, ovens and hair straighteners amongst other items, as the graph below shows.

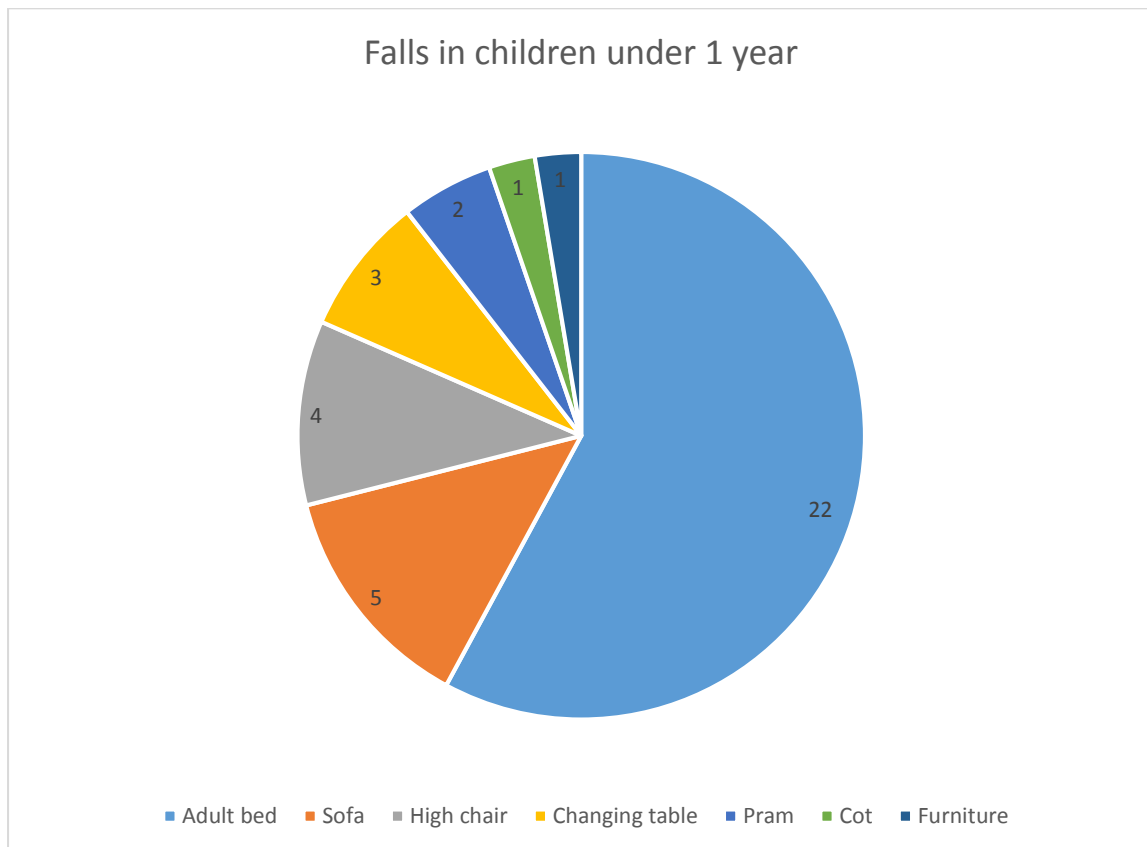


It should be accepted by everyone that, whilst pre-school aged children need to be taught about the dangers of hot objects and burn prevention, they are not solely responsible for their own safety. It is incumbent on the adult present to ensure that these children do not have access to items that are likely to cause them harm.

9. Falls in Under 1yr olds

A total number of 53 children under the age of 1 year old attended ED because of a fall during 2018.

38 of these children fell from a raised surface as the following graph shows.



Often, children were not properly strapped in to car seats, high chairs or bouncy chairs and so fell from them.

Of the 22 children who fell from a bed, only 1 fell from their own cot whilst 21 fell from an adult's bed.

Falls from a raised surface can cause serious injuries. 2 of these children needed follow up visits to their own G.P and one was sent for a ward assessment. A further 2 were admitted to hospital as a result of their injuries.

10. Prevention Work

Safety In Action Education Programme

2018 was the 20th Anniversary of Safety in Action, which has now reached over 20,000 Year 5 students. This annual event in the school calendar provides six interactive workshops and is attended by all year 5 students from every primary school in Jersey.

Prior to attending the event, students completed a quiz which they accessed via our website, www.cap.je students are then retested when they return to school in September (over 2 months after the event) in order to assess what they had learnt and remembered.

A school league table is created from the results of the pre and post event quizzes. Trophies are awarded to the top scoring and best improving school, shields are awarded to the top scoring and best improving schools for each workshop. Certificates and prizes are awarded to high scoring and improving students in each school. The results of the quiz help to identify schools that may require additional information on a specific topic to increase their knowledge.

Sponsorship to fund the 2018 event came from The Education Department, Marks and Spencer, Waitrose (St Helier), Vend! Water and Trading Standards. Each child received a 'goodie bag' containing safety information provided by the professional organisations involved in the event, a bottle of water supplied by Marks and Spencer, items of fruit supplied by Waitrose, Child Accident Prevention keyrings on which was printed a QR code so students can access our website using their smart phones and six safety tips one for each workshop. At the end of each session students are encouraged to share the safety information with members of their family.



The 6 interactive workshops include Kitchen Safety, Fire Prevention, Road Safety, Water Safety, Play Safety and First Aid.

Each workshop is delivered by an expert in their field and is a fast and fun way of relaying some very important safety messages.

During the event, Teachers, Teaching Assistants and Parents who accompany the children are asked for their views on the content of each workshop and students are invited to leave feedback via our website, following their visit.

This feedback is then collated and a Safety In Action Report is produced and can be accessed via the following link <https://www.cap.je/about-us/annual-reports/>



11. Service Developments 2019 -23

The plans for this year (2019) will undoubtedly bring new challenges as well as the opportunity to continue with current, effective and appropriate campaigns.

In order to achieve our goal of providing high quality information and delivery to our target audience we need to ensure that we continue to work collaboratively and prioritise Child Accident Prevention.

PRIORITIES	ACTION	TO BE COMPLETED BY
To create and fill the role of CAPJ support officer	To seek funding for this role	2019
To increase the scope of CAPJ to include all young people aged between 0 – 18 years	To gain strategic and operational support.	2020
To engage adults in the Speak Dog & Stay Safe campaign	To seek access to adults at events such as school open evenings, to develop media campaigns, to visit adult groups i.e. W.I., PTA groups	Ongoing
To develop age appropriate campaigns for 12 – 18 year olds	To review ED data in order to identify current accident trends in this age group.	2019/20
To seek support from volunteers to promote campaigns and to allow for the development of new campaigns	To use social media and Volunteer.je to highlight volunteering opportunities.	Ongoing
To continue with established business	To seek volunteer support as necessary	Ongoing

12. Conclusion

As the demographics change on Jersey there will be an increase in the child population. Statistically if there are greater numbers of children there is increased potential to suffer an unintentional injury and attendance at ED.

The impact of this happening in term of costs is significant.

Firstly the monetary cost to the Island's Health Services of these ED visits is difficult to quantify but it is likely to be in the hundreds of thousands of pounds.

There is an additional cost to parents in term of lost hours/days of employment because of the need to take a child to ED and then to care for that child at home during recovery as necessary.

In addition to this children may lose hours/days at school impacting on their education and achievement.

Accidents so often leave both physical, emotional and psychological scars which can take years to recover from.

Child Accident Prevention Jersey has worked tirelessly during 2018 in an attempt to not only prevent death but also to lessen the impact of "years lost" through injuries which may result in life long disabilities and chronic conditions.

However, with the demand for campaigns increasing and our desire to develop our work to include those young people aged 13 -18 years old, we cannot ignore the extra pressures this will place on those involved.

It is our ambition that during 2019 funding will be secured or raised through FNHC charities work to provide a CAPJ Support Officer role, will be developed in order to allow the coordinator to focus on campaign development and delivery.

We will also seek to secure support from not only our partner agencies but also from other organisations who may be able to offer financial support to CAPJ and the campaigns we run. This will ensure we continue to deliver an effective and timely programme of campaigns which will not only educate children and adults of Jersey, but will also prevent avoidable accidents and the possibility of years of trauma and recovery, which in the longer term will save both individuals and islanders unnecessary use of resources and money.

St John
Ambulance

