

CHILD ACCIDENT PREVENTION

ANNUAL DATA REPORT 2021

INCLUDING ASSOCIATED
CAMPAIGNS



Child **A**ccident
Prevention (Jersey)

Table Of Contents

1. **Introduction**
2. **Collaborative Working**
3. **Finances**
 - a. **Grants and Donations**
4. **Data Collection**
 - a. **Burns/Scalds**
 - b. **Dog Safety**
 - c. **Harmful Substances**
 - d. **Boys/Girls**
 - e. **Children under 1 Years Old**
 - f. **Children under 5 Years Old**
5. **Summary**



Introduction

Welcome to the Child Accident Prevention Report for 2021.

The Child Accident Prevention service in Jersey has been running for in excess of 20 years and whilst this service continues to be funded as part of Family Nursing & Home Care (FNHC) 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;



The partnership is also supported by additional grants and donations which are applied for on an annual/campaign basis. Alongside this we have support from the CEO of FNHC, the Director General for Children Young People and Education Services, the Children's Commissioner and the Medical Director, all of whom recognise the added value of the service we provide.

CAP work continues to grow and develop and must remain a priority in order to ensure that the children of Jersey as well as their parents/carers and the general public have access to accurate and practical information helping them to identify and avoid preventable accidents. This work is welcomed by both Islanders

and professionals alike and FNHC identifies this area of work as a priority by making it an integral part of their 5 year strategy.

Using the raw data held by the Jersey Emergency Department (ED), we are able to identify existing trends, target interventions in the form of campaigns and parent/adult education and measure impact. This data also helps us to develop new campaigns in response to emerging trends.

Currently, the advice and campaigns we deliver 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.

However, it must be acknowledged 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.

Our approach is to work collaboratively keeping the child at the centre of everything we do and we strive to 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.

Collaborative working

FNHC manage and fund the post of a part time Child Accident Prevention Coordinator (18.5hours).

FNHC also manages the finances involved with CAP and the campaign costs associated with the work being done.

Representatives from the following agencies and organisations, both statutory and voluntary, work within CAP and bring their expertise, knowledge and skills to ensure that good quality information is available and passed on through our campaigns.

- Family Nursing & Home Care
- Trading Standards
- Jersey Child Care Trust
- States Of Jersey Fire & Rescue Service
- States Of Jersey Police Service
- States Of Jersey Ambulance Service
- The Bosdet Foundation
- St John Ambulance
- Jersey Coastguard
- Children, Young People, Education and Skills (CYPES)



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 CAP efforts and campaigns are coordinated and efficient, using the strengths, skills and resources of those involved to best inform our children and their families, professionals and the wider community.

During 2021 we were thrilled to once again welcome staff members from Jersey Electricity who offered their support at Safety In Action and for the first time we were also supported at the event by Liberty Bus.

We also received funding from JSSK who sponsored the production of our 25th anniversary safety comics.



CAP is always grateful to be supported by local businesses and we hope to find a way to not only nurture existing relationships but also to cultivate new ones.

It is also important to recognise that we are often supported by volunteers to whom we are extremely grateful. These volunteers donate both their time and expertise in a variety of areas and without them the demands on the time of existing members would increase.

Finances

Child Accident Prevention finances are managed and audited by FNHC 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 donations.

Without these contributions we would not be able to offer the wide ranging support, advice and information required to keep our children and young people safe.

Grants and donations



A gift of £10,000 given by an anonymous donor in 2018 continues to support families who access the Subsidised Safety Equipment Scheme run by CAP in partnership with FNHC.



CAP was successful in its application to CYPES for support for Safety In Action and we were given £3,420 to facilitate this event.



CAP was thrilled to receive a donation from JSSK for £300 which went towards the printing costs of the 25th anniversary edition of our safety comic.

Data Collection

Throughout 2021, as in previous years, CAP has been given access to data from the Emergency Department (ED). This data was inputted by staff in the department at the time of the child's visit.

From this data we are able to sort and categorise the injuries occurring as well as identify the age of the children involved.

In order to then produce a report containing accurate information in which we can identify areas of risk and plan future campaigns, CAP is reliant on this data being good quality and reliable.

For that reason, CAP looks at each entry made for a child under the age of 13 years passing through the ED. Those entries which do not relate to an accident are then discarded.

From those remaining, the gender and age of the child is categorised as well as the cause of the injury.

Without this method of review, it would be impossible to accurately identify any developing trends in accidents and therefore prevent the development of campaigns.

This is a significant task which this year resulted in 5754 entries being reduced to 2410, the number attending because of accidents.

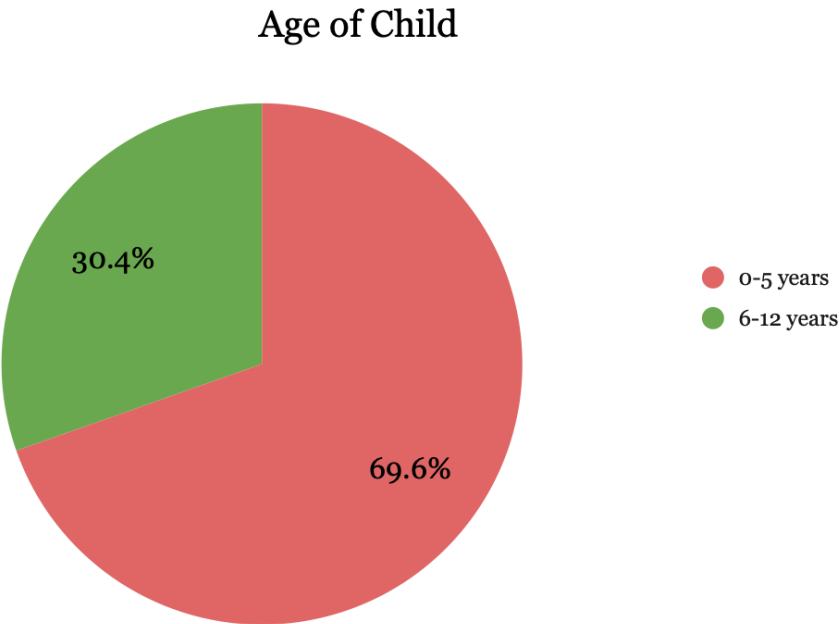
It is no real surprise that this year's figure is higher than that of 2020, (2164) which saw lower ED attendance largely due to Covid-19 related reasons. For instance, children were out and about far less and so the opportunities for accidents were fewer. It is also likely that parents were reluctant to take children to ED for minor injuries because of the risk of infection from other attendees.

Burns/Scalds

During 2021, 45 children under the age of 13 attended ED because of a burn or scald.

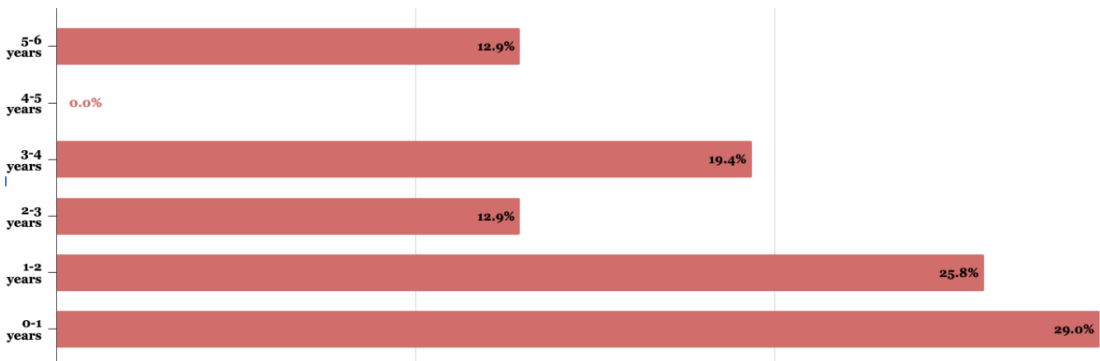
These burns were caused by a variety of substances including hot drinks, hot food, kitchen appliances, hair straighteners and irons, fireplaces and barbecues.

The graph below shows the ages of the children who suffered a burn or scald.



This clearly shows that children aged 5 years and under are at greatest risk from this type of injury.

Within that age group we can further breakdown the data to show the ages of the children affected.



This clearly shows that children under the age of 2 years fall within the age group most at risk of a burn or scald.

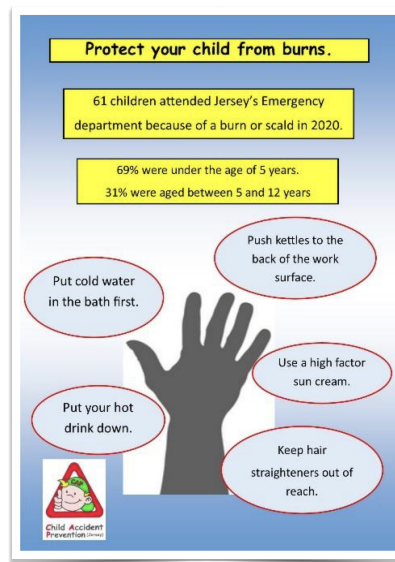
Within this age group the most common burns came from hot food and drinks which accounted for 9 incidents, 4 from kitchen appliances, 2 from hair straighteners, 1 from a BBQ and 1 from an unknown source.

Of the 45 children who attended, 25 were asked to return to have their injuries reviewed and 5 children were immediately transferred to other wards including Robin Ward and ICU.

CAP has always seen burn prevention as a priority and moving forward we will continue to do so.

Burn prevention advice is given to ante-natal parents who attend the Baby Steps sessions run by Family Nursing & Home Care.

During 2021 we created a poster to be displayed in clinics and GP surgeries.



We believe that burn prevention in children should be a priority for everyone and with this in mind CAP plans on an updated poster campaign as well as talks to parent and child groups where burn prevention can be discussed.

We will also highlight the dangers to children from items such as hot food and drinks and kitchen appliances at every opportunity.

Dog Safety

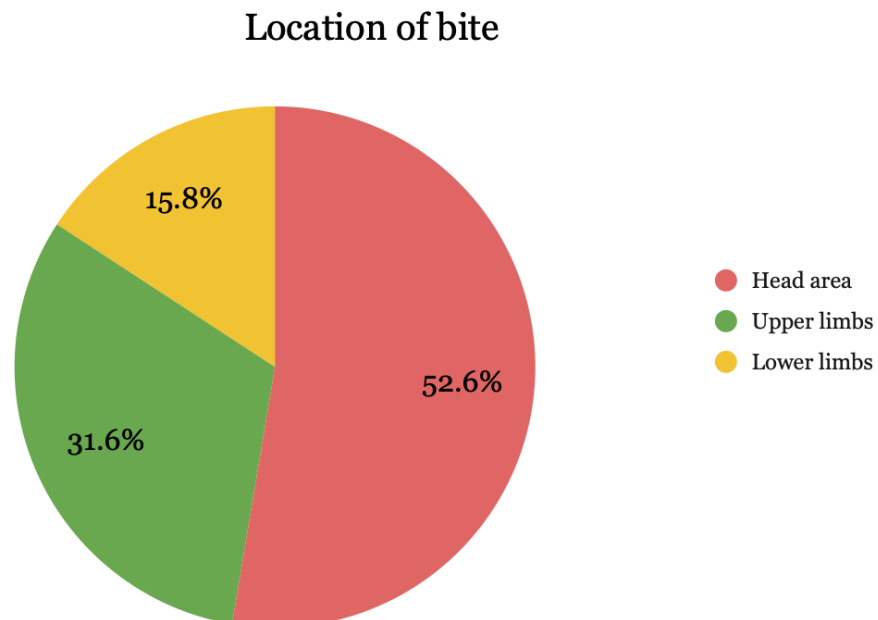
During 2021, 19 children under the age of 13 years attended ED because of a dog bite.

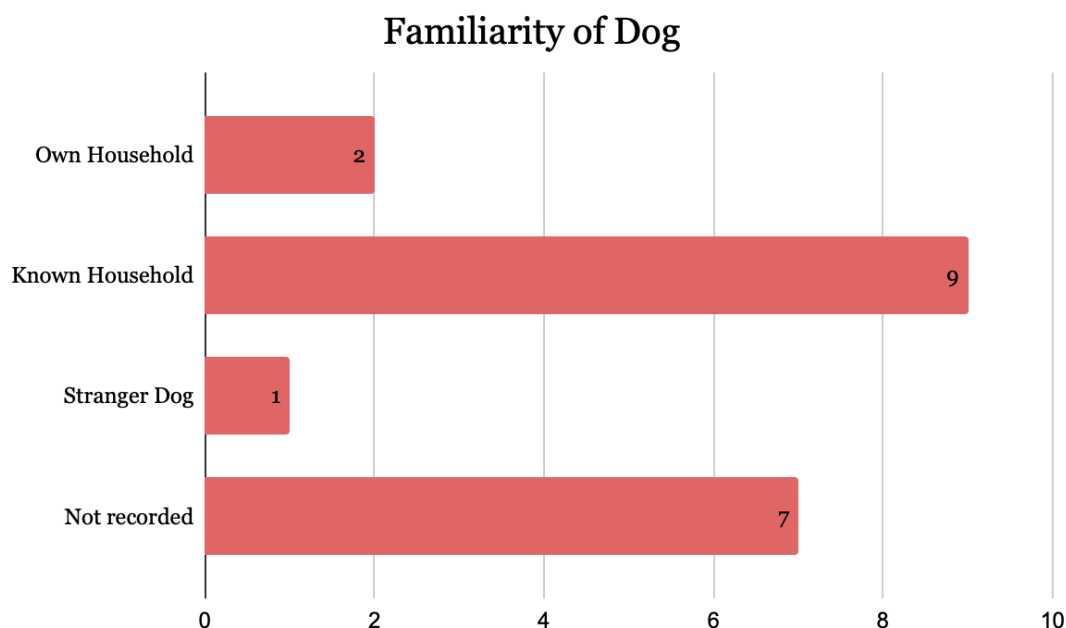
Year	Number of bites	Number of dogs
2021	19	8693
2020	20	8456
2019	20	8754
2018	23	8457
2017	16	8462
2016	15	8269

Although this number is down by only one from 2020, it is important to note that the number of dogs in the island increased significantly.

9 children were aged between 0 and 5 years old and 10 were aged between 6 and 12 years.

The graph below shows the location of the bite on the child and the familiarity of the dog.





In order to educate children on how to be safe around dogs we deliver the Speak Dog & Stay Safe campaign.



This lesson is offered to every Year 1 class in the island and during 2021 the take up was excellent, as always.

It was necessary to amend the sessions slightly in order to comply with the public health guidance at the time and as a result, the role play and dressing up part of the presentation was omitted.

However, children were still able to learn about what to do if a dog they didn't know approached them and they were able to practice this. There is also a lot of discussion around how they should behave around dogs, for instance not taking things away from a dog, not putting their face near a dog's face and never touching a dog without first asking the owner.

Approximately 988 children were seen during the 2021 visits and as usual they were asked to look at a series of photographs and decide if the dog looked happy. A count was made of their responses and then, after discussion about the photos the children were asked again.

By doing this we are able to firstly tell what the children already know about the signals dogs give us and secondly, we are able to tell how much they have learned by the end of the lesson.



For instance, at the beginning of the sessions, approximately 1 in 4 children thought this was a happy dog but by the end of the session it was almost 1 in 13.

Once we have explained that dogs baring their front teeth are telling you to stay away, they begin to understand how to read these signals.



Similarly, at the beginning of the sessions almost all of the children think this is a happy dog but once we have discussed not only the dangers of putting your face near a dog's face but the signals the dog is giving about how uncomfortable this is making him feel, that number drops to one in eighteen children.

Whilst we must not underestimate the importance adults have, whether they are parents or dog owners, in keeping children safe around dogs, the opportunity to talk directly to children in a fun and engaging way means they have information which we hope they will carry with them as they get older and become more independent.



During 2022 we will continue to visit schools with the Speak Dog & Stay Safe campaign as well being available to take to parents and dog owners whenever possible.

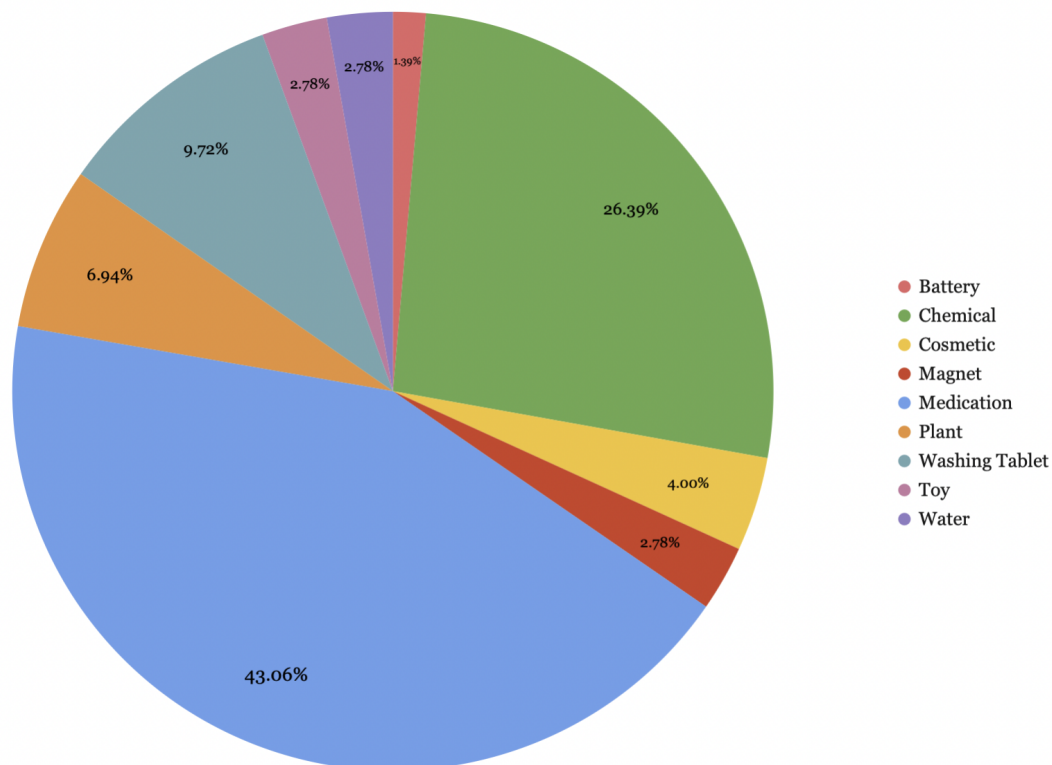
Harmful Substances

During 2021, 72 children attended ED because of contact with a potentially harmful substance. This is an increase on 2020 (57).

These substances included rodent poison, hand sanitiser, medication, bleach, nail varnish remover and drain cleaner.

The largest number of incidents involved children having access to medication in various forms. This includes adult and child medication and covers tablets, creams, gels, liquids and powders.

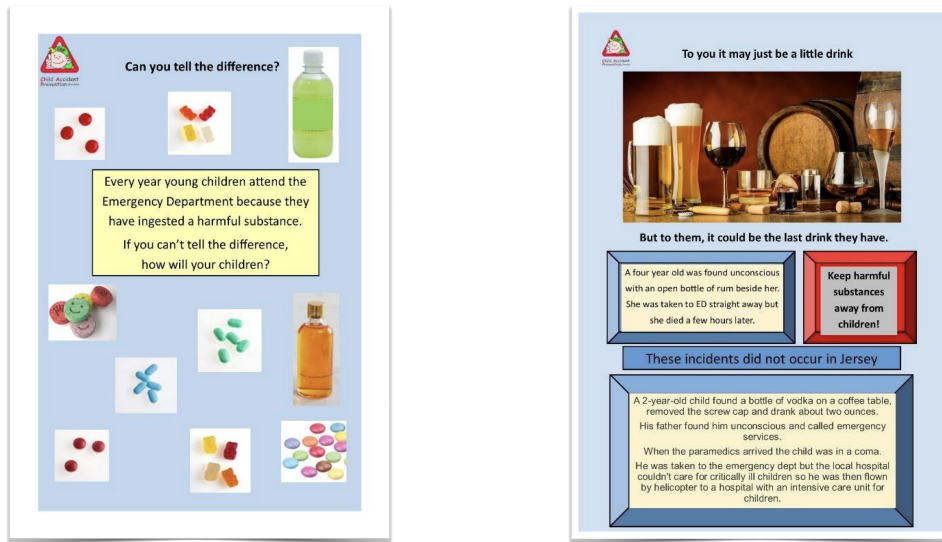
There were 32 occurrences of this and in 100% of these incidents, the medication was ingested.



Worryingly, 84% of the children who ingested medication were aged 0 to 5 years old.

Ingestion of these substances could have devastating effects on both the child and the family and whilst in most of these cases the child was sent home from ED, there were children who needed to be admitted to hospital.

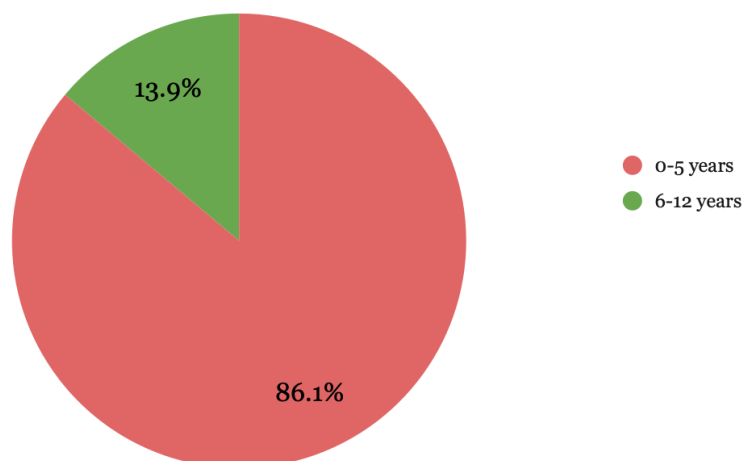
Moving forward, CAP plans to highlight the dangers of not only medication but other household substances to parents, carers and all adults who come into contact with children.



We will also use every available opportunity to raise awareness of the dangers of household products and the importance of keeping these out of reach of children.

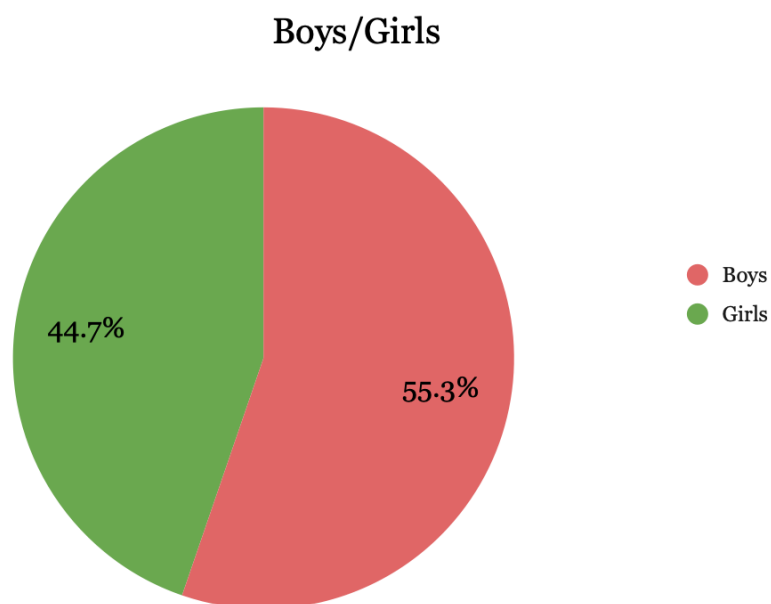
In particular, the information needs to be aimed at parents of young children as the graph below shows.

Age of Child



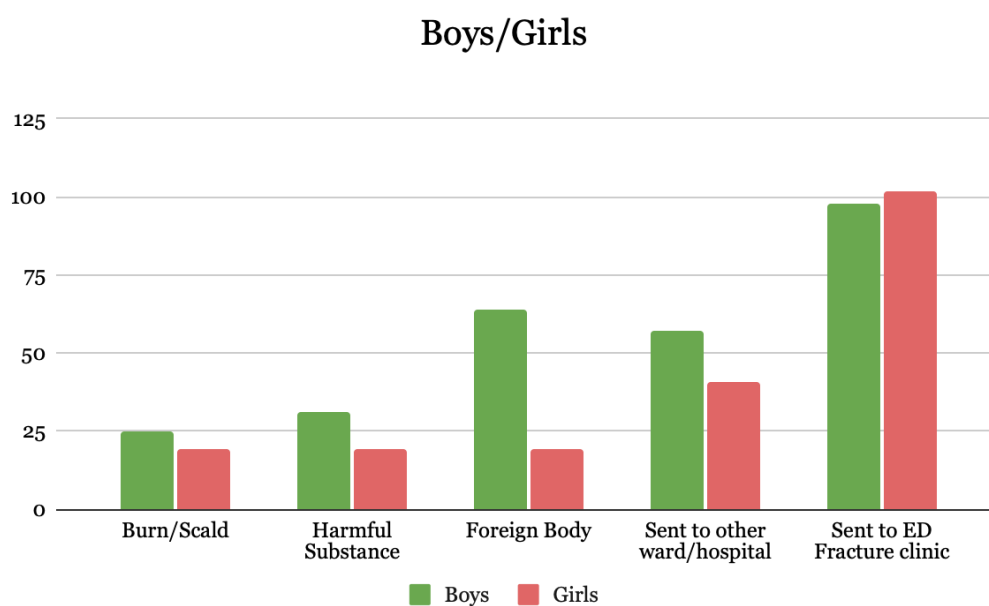
Boys/Girls

Of the 2410 children that attended ED during 2021, 1332 were boys and 1078 were girls.



This chart is similar to that of previous years where we see boys attending ED more than girls.

The breakdown is as follows:



Children Under 1 year old

In 2021 the number of children seen in ED before they had reached their first birthday was 100.

The most common reasons for attendance were:

- Being knocked or dropped whilst they were being carried (8 children)
- Receiving a burn or scald (9 children)
- A contact injury (21 children)
- A fall (50 children)

The children who received a burn or scald did so from a variety of items including hair straighteners, ovens and hot drinks.

It is easy to suggest that children of this age should not have access to these types of items but it is important to remember that children of this age may be crawling and exploring their surroundings. This may be a new stage that catches parents unaware and so children are able to get to things they had not previously had access to.

However, of the 50 children that attended because of a fall, 12 of them fell from a bed, usually their parent's bed. For a child under the age of one, a fall from a raised surface can have potentially devastating effects.

When babies fall, it is often their heads that take the worst of the impact. This is because a baby's head is disproportionately large for their body. This, coupled with the fact that babies will not out-stretch their arms to protect themselves means that they risk serious head injuries when falling.

It should also be remembered that a baby who falls from her parent's bed is probably falling from a height equal to or exceeding her own. This would be the equivalent of the average adult falling head first from 6ft with their hands tied behind their backs.

Any head injury can have potentially life changing consequences and whilst we accept that toddlers will fall as they learn to walk,

immobile babies should be protected from the pain associated with a fall.

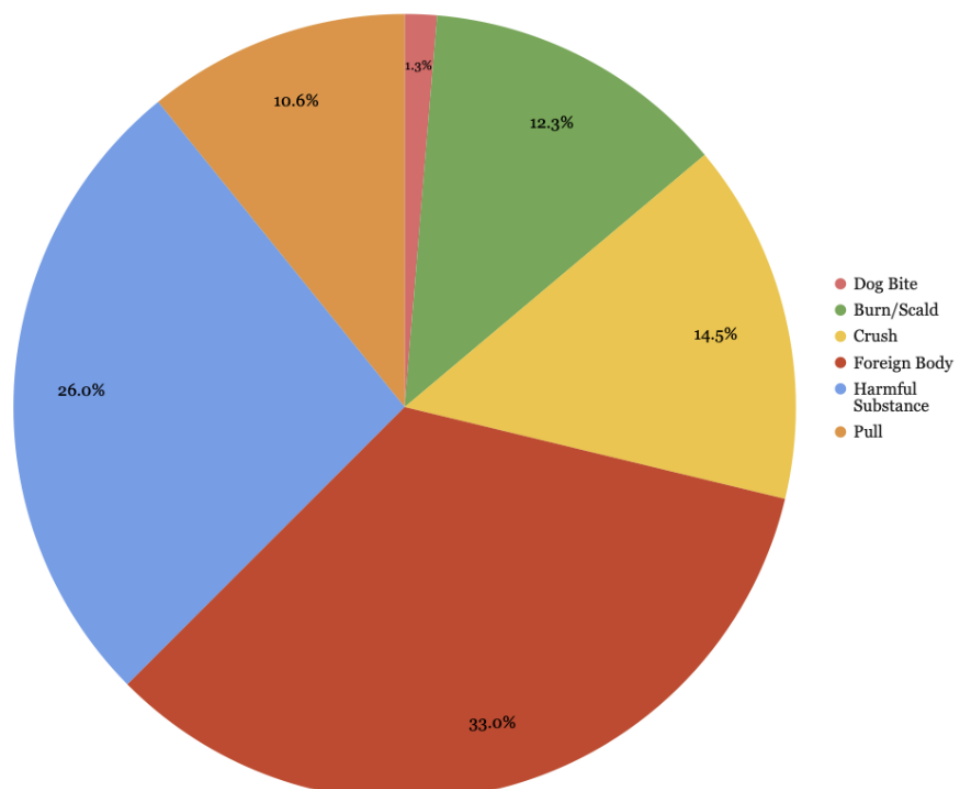
Moving forward, more work needs to be done to raise awareness of the dangers to children in this age bracket falling from a raised surface as well as how to protect them from burns and scalds.

Children Under 5 years old

During 2021 934 children attended ED because of an accident.

As always, there is a massive variation in the types of accidents occurring but falls remain the most common. However, it is important to note that the majority of these falls were caused by the child running or playing, climbing, bouncing or toddling. CAPJ in no way wishes to curtail these learning experiences and would encourage parents and carers to support children in exploring their surroundings, whilst risk assessing the situation.

On the other hand, many of the accidents that occurred could have been prevented and they are detailed below.



CAP will continue to provide appropriate and high quality guidance and advice on accident prevention to all parents and carers as well as others who are involved in the well-being of children.

Summary

It is clear from the data contained in this report that there is still much work to be done in educating children, their parents and carers about how to prevent accidental injuries in children under the age of 13 years.

Child Accident Prevention will continue to develop and deliver initiatives aimed at keeping all children safe in order to not only prevent the associated pain, both emotional and physical but also to ensure that children have the best possible outcomes.

Fewer accidents means less time off school for children, less time off work for parents and carers, less demand on the physical resources of our health service and less financial pressure on many areas of society that will be affected in one way or another.

There is no doubt that 2021 was a challenging year but despite this, CAP was able to continue to support children, their parents and carers in preventing accidental injuries.

We were able to visit 31 schools and 988 children with our Speak Dog & Stay Safe campaign.

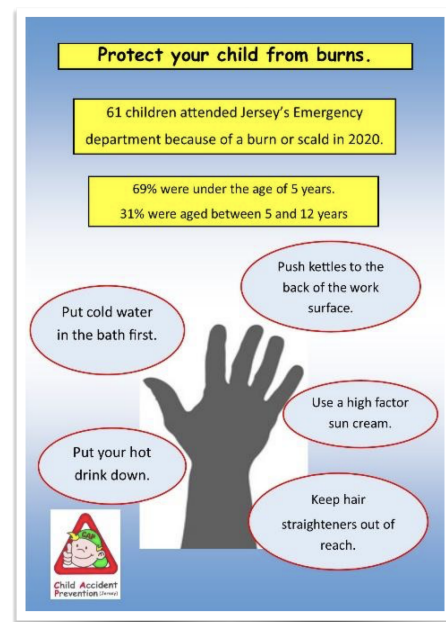
2084 children received a copy of the 25th anniversary Safety Sam comic containing lots of important information including fire prevention, crossing the road, safety at the beach, the importance of wearing a correctly fitted cycle helmet, how to contact the emergency services, kitchen safety, poison prevention and home safety.

We facilitated 2 Safety In Action events, ensuring that no child missed the opportunity to attend this interactive and fun event. 1304 children came to these events.

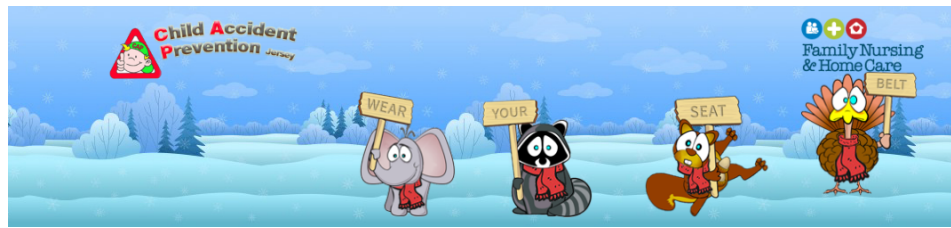


We provided 95 pieces of home safety equipment, including stair gates and fire guards, helping to keep children safe in their own homes.

Posters were displayed in various locations including Child Health Clinics highlighting the dangers of burns and harmful substances as well as button batteries.



We continue to pass information on via our website and Facebook page and to date we have 872 page Facebook followers.



Everything we do is based on evidence, whether that is from national or local data and so it is vital that our links with the local hospital and our access to the ED data is maintained.

With the continued support of our partner agencies as well as the welcoming reception we receive from schools, we will carry on providing important information to children, young people, parents, carers and everyone who is interested in keeping children safe.

Child Accident Prevention is looking forward to 2022 when we hope to return to classrooms and face to face teaching as well as reinstating all our campaigns.

