



Getting Serious About Safety



Child Injury Prevention Strategy Summary

Preventing Unintentional Injuries to Children
in the Bradford District - 2008/2011



Mission Statement

Children in the Bradford District are 20% more likely to be admitted to hospital due to unintentional injury than the national average. Many of these injuries are largely preventable. It is the duty and responsibility of everyone living and working in the District to promote the safety of children.

Effective partnership working and collaborative effort underpins this strategy. It is anticipated that by working together we will create a safer District for our children.

Our target is to reduce by 5% the number of children killed and seriously injured due to all types of unintentional injury by 2011.

Introduction

Keeping young people safe is the priority for the Bradford Safeguarding Children Board and I am delighted to launch this strategy which will promote the safety and well-being of children in the Bradford District. This strategy is supported by the key partner organisations currently working to reduce unintentional injuries to children and sets out how we will all work together over the next three years to try to reduce the incidence of accidents to children in the District.

Bradford Safeguarding Children Board has responsibility for the reduction of accidental injury to children in the Bradford District as part of the stay safe outcome and has appointed a children's accident prevention coordinator to take this work forward. We know how difficult it can be to balance the risks to children and young people with their need for freedom and play. It is important that people are aware of the real risks to children and young people and are given the necessary support and advice to help manage these risks.



Kath Tunstall

Chair of Bradford Safeguarding Children Board
Strategic Director of Children's Services for the City of Bradford Metropolitan District Council



Executive Summary

Unintentional injuries to children are a leading cause of morbidity and mortality and present a significant burden to public services nationally. In the Bradford District there is a particular problem with the incidence of unintentional injury and death being much higher than the national average. Bradford Safeguarding Children Board (BSCB) has strategic responsibility for reducing the number of children (aged 0-18 years) killed/injured as a result of unintentional injury as part of the stay safe outcome.

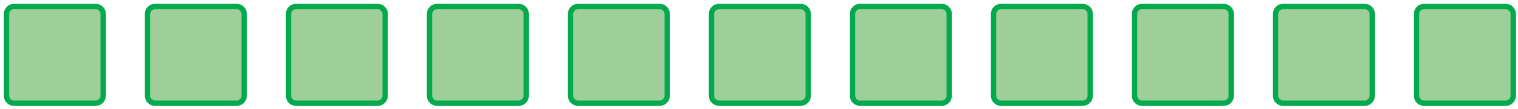
This joint strategy for Children's Services has been developed with the commitment of key partners to tackle a wide range of risks both in and outside the home. It is important to strike the right balance between allowing children the freedom that they need and having fun, whilst keeping them safe from harm. The overarching aim of the strategy is to reduce deaths and unintentional injuries to children in the Bradford District which occur on the road, in the home and in public spaces and seeks to reduce the associated health inequalities by the end of the three year period.

The target the strategy is working towards is to reduce by 5% the number of children killed and/or seriously injured (KSI) due to all types of unintentional injury by 2011.

The Strategic objectives are to improve data collection and sharing, to increase injury prevention training, to reduce the injury related health inequalities for children from disadvantaged communities and to increase multi-agency working. Operational objectives include fall prevention, prevention of burns and scalds, prevention of poisoning incidents and the reduction of deaths and injury due to Road Traffic Collisions (RTC).

Key Recommendations

- That public service leaders approve and commit to this strategy.
- To recommend this strategy within necessary decision making groups to ensure it is prioritised in future planning and commissioning.
- That public service leaders consider how their services can secure resources to ensure sustained activity in injury prevention and the reduction of the associated inequalities.
- To develop regular and reliable statistical reporting of attendances at Accident & Emergency departments (A&E) and investigate current data further to provide a detailed picture of injuries in the Bradford District.
- To support the continuation of the post of Accident Prevention Coordinator for BSCB to deliver and coordinate the strategy and maintain operational links.
- To promote the inclusion of unintentional injuries (all injuries) as a priority focus for the Local Area Agreement (LAA) and the Sustainable Communities Strategy.

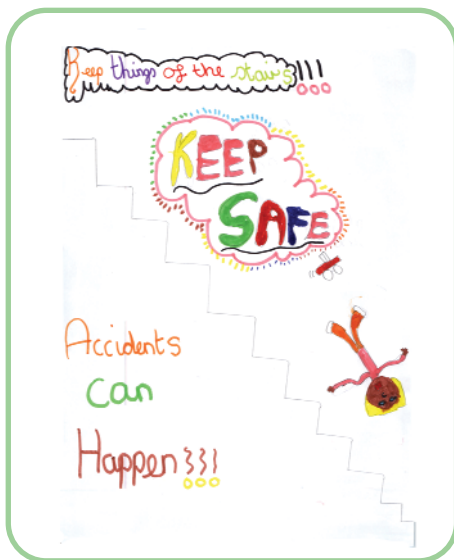


Need for Action

Unintentional injuries are a serious public health problem and a leading cause of death in children nationally; they are also a cause of long term or permanent disability. The World Health Organisation states that by 2020 injury will be the largest single reason for loss of healthy human life years. Unintentional injury can affect all age groups but children are a particularly vulnerable and at risk group and children from disadvantaged backgrounds are disproportionately affected. Children of parents in the UK who have never worked are 13 times more likely to die than those of parents who have professional occupations and 37 times more likely to die as a result of smoke fire and flames.

The prevention and reduction of injury is a national concern and is also a major task for those striving to improve health and reduce inequalities. Nationally unintentional injury is the greatest single threat to the life of children and more children are admitted to hospital due to this than any other cause. Annually around 350 children (under 15) in the UK die due to unintentional injury when this is compared with other causes which are regularly reported in the media it provides a stark contrast. In 2002, 320 children died due to unintentional injury, 60 children died due to abuse and neglect, less than 20 were murdered by strangers and 100 died due to meningitis. The numbers of deaths for all these causes are intolerably high but are much lower than that for unintentional injury.

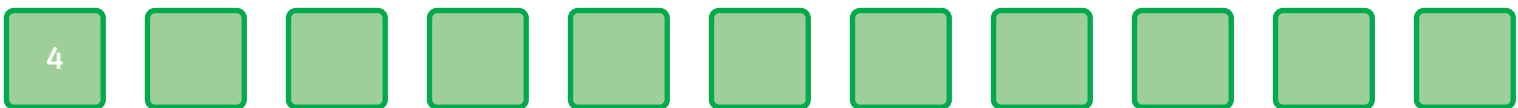
Bradford has a much higher death rate and rate of admission to hospital for unintentional injuries to children than the national average (80% and 20% higher respectively).



Bradford Safeguarding Children Board is acting to prevent injuries to children and has overall responsibility for the 'Stay Safe' outcome for Bradford, and as part of that remit keeping children safe from injury (both unintentional and deliberate) is paramount.

Action

Action to reduce number of children injured as a result of falls
Deliver home safety equipment scheme funded by DCSF.



Financial Rationale

According to the Child Accident Prevention Trust (2004) it has been estimated that the cost of children's unintentional injuries to Bradford as a whole was £136 million and that a 10% reduction in injuries to children could potentially save the district £30 million. This is a substantial saving and presents a strong case for local investment in injury prevention, particularly in light of the current pressures on services.

BSCB Strategic Objectives

At the end of this three year plan:

- The number of children within the Bradford District who are maltreated, neglected, or experience violence or sexual exploitation will have reduced, and inter-agency arrangements for identifying, assessing, and supporting such children will have improved.
- **The number of child casualties resulting from: accidents within the home; in public spaces; and road traffic collisions will have reduced.**
- More children in the Bradford District will report that they feel safe, including safe from fear of bullying.

For Bradford Safeguarding Children Board and its partners who are also working to reduce unintentional injuries, making sure that children have a fulfilling life free from preventable injury wherever possible is a major partnership effort. **It is accepted that life cannot be totally free from risk - this strategy aims to bring together agencies that can influence safety and the occurrence of preventable unintentional injury whilst managing risk to children going about their daily activities. It is important to strike the right balance between allowing children the freedom they need to be able to grow into independent adults and have fun whilst keeping them safe from harm.**

The aim of this strategy is to ensure that everyone (professionals working with parents/carers and children, parents/carers and children themselves) has the correct information and advice to be able to do that.



Partners

Injury prevention is a very complex area, involving many different agencies. When these agencies and the community work together there is a better chance of creating a safe environment for children. The agencies working together to reduce unintentional injuries to children and young people in the Bradford District include a range of Bradford District Council services, all of the District's NHS Trusts, West Yorkshire Fire and Rescue Service, West Yorkshire Police, Yorkshire Ambulance Service, IMPS (Injury Minimisation Programme for Schools), Education Bradford, Bradford Community and Voluntary Services and Victim Support. **This strategy aims to coordinate this work.**

Aims

This Child Injury Prevention Strategy examines the extent to which injuries to children cause death and /or long-term or permanent disability. It considers the injuries involving children and acknowledges the work being done to prevent them in the Bradford District. It identifies gaps in current provision and points a way forward for further partnership working.

The overarching aim of the strategy is to reduce the number of child casualties resulting from: accidents within the home; in public spaces; and road traffic collisions, and the associated health inequalities by the end of the three year period.

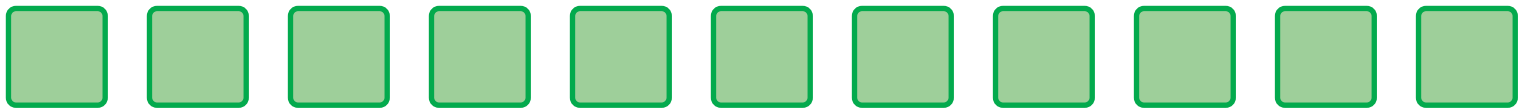
In order to do this the strategy sets challenging yet realistic and achievable targets including measurable objectives.



Action

Action to reduce poisoning and choking

Develop best practice guidelines for pharmacies regarding administration of child resistant packages for all households where children are resident.



Links to other local strategies

There are a number of other strategies in the Bradford District which have links with the strategy for the prevention of injuries to children including:

- Bradford Safeguarding Children Board plan 2007-2010
- The Local Area agreement (LAA),
- The Big Plan: Bradford Sustainable Community Strategy
- The Children and Young Peoples Plan
- Safer Communities Strategy
- Alcohol Harm Reduction Strategy
- Infant Mortality Commission
- Commissioning for Health Strategy
- The Parenting Strategy
- Safer Together - the road safety plan for the Bradford District 2007-2009.
- 'Home Fire Safety Check' - the strategy for the fire service.
- Play Strategy "All to Play For": The Play Partnership
- Harm Reduction Strategy and Drug Strategy

Policy Context - The National Picture Regarding Childhood Injuries

The national priorities regarding children are giving increasing emphasis to the reduction of childhood injuries, their contribution to health inequalities and the need for continued and more effective partnership working to tackle them. Current guidance stresses the importance of providing adequate, pooled resources to enable coordination across many different agencies. The establishment of Children's Trusts, Local Strategic Partnerships and Local Area Agreements are seen as a way of effectively delivering this. Current national policies include:

- Saving Lives: Our Healthier Nation
- The Accidental Injury Task Force
- Every Child Matters and the National Service Framework for Children
- Department for Transport
- Fire Related Injuries
- Better Safe than Sorry
- Department for Transport, Child Road Safety Strategy 2007
- Children's Plan 2007 Department for Children Schools and Families
- The Child Health Promotion Programme 2008 Department of Health
- Staying Safe Action Plan 2008



Local Context

Further work is required to provide comprehensive local injury data for the Bradford District, as is the case for many areas within the UK. One of the primary recommendations of this strategy is to establish regular, reliable reporting of injuries and attendances at A&E.

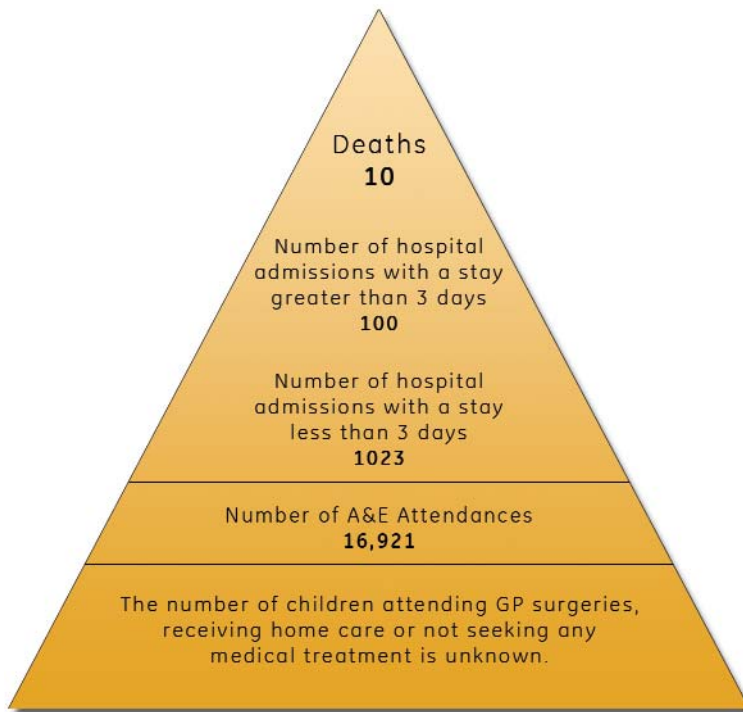
The injury pyramid (*below*) shows the scale of the problem in the Bradford District for 2006/2007.

The tip of the pyramid represents child deaths (per annum) and is relatively small while the number of injuries resulting in admissions to hospital are more numerous. The hospital admissions are, however, a minority of all the presentations to A&E. The base of the pyramid represents the largest number of injury incidents inclusive of a high proportion which do not seek medical help or treatment and are as such unreported. The size of the base is therefore unknown. When planning and priority setting the whole pyramid needs to be considered.

National information suggests that the following risk factors increase the likelihood of unintentional injury:

- coming from a deprived background
- coming from an ethnic minority
- being male
- living in a single parent household.

Evidence suggests that 'residential areas with higher ratios of lower socio-economic groups have higher accident rates - this is especially true for children'. Additionally, smoking is a risk factor for house fires.



Action

Action to improve data collection and sharing

Develop and maintain a database of current interventions for practitioners.

The Views of Local Children

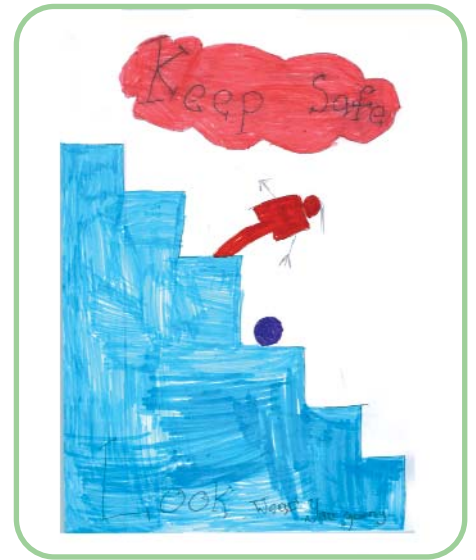
Participation events took place in Autumn 2007 to ascertain the things that were important to children in the Bradford District regarding injuries and keeping themselves safe. Children's views (Secondary School students (Y7) and Primary School students (Y5)) were gathered as part of a wider participation project organised by Bradford Safeguarding Children Board. The participation project aimed to gather the views of a variety of children and young people across the Bradford District regarding unintentional injury prevention. The views of the children will inform the child injury prevention strategy and subsequent action plans.

Both groups identified a wide range of potential hazards and preventative actions.

The suggestions for prevention include mainly advice for adults who are supervising children, advice for the children, themselves, through education, the use of home safety equipment and enforcement.

A class of year five children (9-10 years old) from Allerton Primary School also took part in a lesson aimed to collate and gather their views on risks to them regarding unintentional injury and the responsibility of prevention. We asked the 22 children in the class what had happened to them.

- 15 of the children had been to A&E
- 3 children needed stitches
- 10 had sprains
- 3 had fractures
- 2 had had serious head injuries
- 3 were poisoned by medicines/household sprays
- None had been knocked down by a car BUT 10 had had accidents as a passenger in a car
- 12 had suffered burns
- 1 child mentioned that they had had blood poisoning from a nail in their foot
- 2 had overnight stays in hospital as a result of their injuries
- 19 had taken home a minimum of one 'bumped head letter' during their 6 years at the school!
- 13 children had been injured on trampolines (1 was serious and resulted in a hospital visit)
- 2 children had been bitten by dogs (1 very serious hospital admission)





The children went on to describe their individual injuries in more detail in their small groups. Below are some quotes from them:

"My mum had left the straighteners on the floor, they were really hot and they were near me I burned myself... my mum put toothpaste on it."

"Mum told me not to go near the iron cos it's hot but I went to get up and burnt my hand on it' mum put Vaseline on it."

"My mum put my little brother next to the kettle; he put hot water on his leg so my mum put toothpaste on it."

"Me and my friends were bouncing on the trampoline close to the edge and my friend bashed his elbow on the side of it - he had to go to hospital."

"My mum won't let me out on my bike because she is worried about what happened to that boy." (he got knocked over and died)



When asked how can we stop accidents happening? The children put forward the following views:

"Listen to what people say to you."

"When you get a driving license don't rally drive."

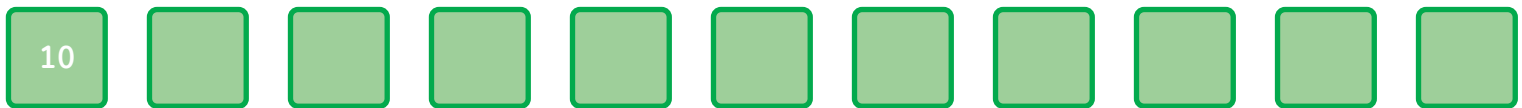
"Look both ways."

"Have more police around."

"Put corner protectors on tables."

"Ambulances driving around all the time so they can get there straight away."

However desirable, this last suggestion may have serious resource implications!



The children felt that preventing injuries involved their own behaviour, the behaviour of others and interventions including education, enforcement and the environment, as can be seen from the previous quotes, which is what this strategy will be focusing on.

When asked, the majority of children (90%) felt that it was their parent's responsibility to keep them safe with some of the children mentioning that they thought it was their own responsibility. The major worry that came out was that children worried about being knocked over.



We have used a small selection of the pictures done by Venus class from Allerton Primary School (above) regarding unintentional injuries to illustrate this strategy document.

Action

Action to reduce number of children KSI in RTC

Promote driving @ 20mph and roll out pedestrian skills training.

Action

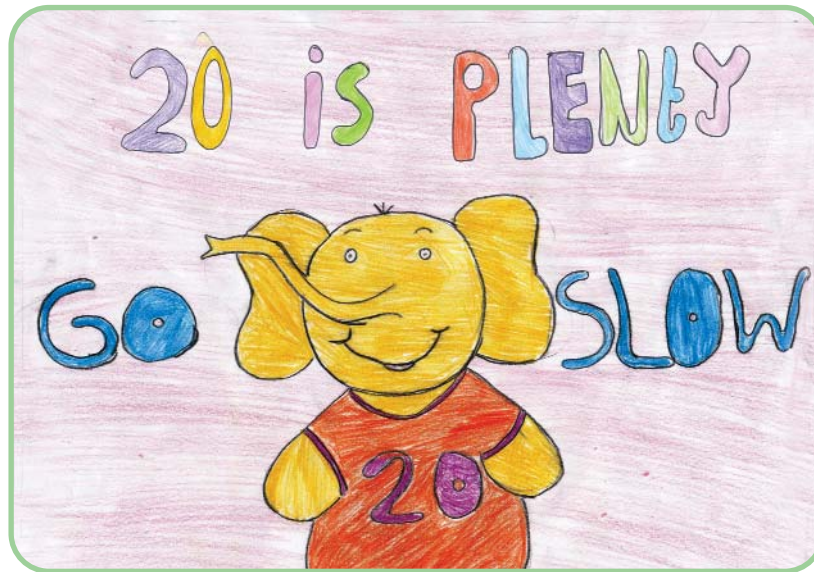
Action to increase multi-agency working

Carry out a resource audit to ensure all agencies have access to appropriate resources and are providing consistent messages to parents/carers.

Partnerships and Priorities for Action

This strategy acknowledges the vast amount of work currently being delivered in the Bradford District regarding prevention of injuries to children. Two recent studies by the Child Accident Prevention Trust highlight this and illustrate the commitment in Bradford to the prevention of unintentional injuries to children.

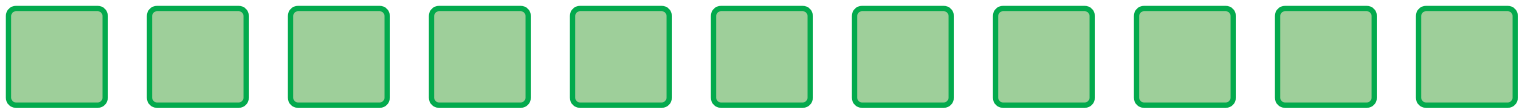
The full strategy document, available on the BSCB website - www.bradford-scb.org.uk - sets out the current delivery of interventions by key agencies within Bradford. Although there are many services currently aimed at the prevention of injury it was found that providing coordination could make them much more effective and illustrated a need for joined up partnership working.



Action

Establish Bradford as a 'safe community'*

* "A 'safe community' can be a county, city or district working with safety promotion, injury prevention and prevention of the consequences related to natural disaster, covering all age groups, gender and is part of an international network of accredited programmes."



Evidence based interventions

IMPS (Injury Minimisation Programme for Schools)

IMPS is a health education programme for Y6 children which provides them with the knowledge and skills to minimise injury, provide basic life support and take safer risks. The programme is delivered jointly in the school and local hospital emergency departments. IMPS is proven to be an effective intervention in teaching children vital life saving skills. IMPS is recommended as an effective intervention, especially when delivered in conjunction with pedestrian skills training. IMPS is currently being delivered to every Year 6 child in the Bradford District.

Pedestrian Skills Training

Practical road side training delivered to 5-7 year olds to teach vital road crossing skills focuses on key messages such as finding a safe place to cross, parked cars and junctions. The training is similar to Kerb craft which has been evaluated as an effective way of teaching road safety skills to children. Pedestrian Skills Training is currently being delivered in some schools and is planned to be rolled-out further.

20 Mile Per Hour (MPH) speed limits

In built up areas 20 MPH speed limits are proven to reduce injuries by around 70%. This intervention is recommended in the Audit and Healthcare Commission report 2007, and the Children's Plan 2007.

Our local priorities

Given the current patterns of injuries in the Bradford District, and the evidence of effective interventions, it appears that current services are generally targeting the right areas. This has led to the following strategic objectives being set:

- To improve data collection and sharing
- To increase injury prevention training and capacity building
- To build on and increase multi agency working regarding injury prevention
- To reduce the injury related health inequalities for children from disadvantaged communities



Local Intervention Priorities

The identification of specific areas of concern, common causes of accidents and the different age groups susceptibility to certain types of injury provides us with a good summary of local need. This has been used to inform and underpin priorities within the strategic approach to the prevention of unintentional injuries to children in the Bradford District and has led to the following operational objectives being set:

- Fall prevention
- The reduction of injury due to Road Traffic Collisions
- Prevention of burns and scalds
- Prevention of poisoning incidents

Implementation, monitoring and review

The strategic plan and action plan appended to the full strategy document set out the interventions for which individual agencies are responsible. BSCB will monitor the implementation of the strategy through the Children's Injury Prevention (CHIP) sub-group. Local injury data will inform annual reviews of the strategy.



Action

Action to reduce inequalities

Deliver systematic road safety interventions in inner city areas.

Action

Action to reduce burns and scalds

Pilot an inter-agency referral system into Fire Service home checks AND new multi-agency centre 'Safety Central' is currently being developed for West Yorkshire in Leeds.



Baseline data

The statistics being used to set targets and monitor progress of the strategy is data from 2007 (unless otherwise stated) and relates to 0-18 year olds.

1. The number of children Killed and / or Seriously Injured (KSI) in road traffic collisions (RTCs) within the Bradford boundary) = 69 (1994-1998 average)
2. Dwelling fire numbers in the district (where children are resident) = 15
3. District wide Deaths due to unintentional injury (rolling three year time period 2004-2007) = 30
4. Admissions to hospital with a length of stay greater than 3 days , Bradford District (rolling three year time period 2004-2007) = 299

Targets

To reduce the number of children killed and/or seriously injured (KSI) due to road traffic collisions by more than 50% by 2010 to no more than 32 children (Stretch target in Local Area Agreement).

To reduce by 5% the number of children (KSI) due to all types of unintentional injury by 2011.

Acknowledgement

The BSCB would like to thank everyone who was involved in the development of this strategy. In particular Allerton Primary School and Beckfoot Secondary School for allowing us to talk to their students about their own experiences of injury, and all members of the BSCB Child Injury Prevention (CHIP) Sub-group.





For more information, or for a full version of the strategy, please contact:

Davina Hartley
Children's Accident Prevention Coordinator
Bradford Safeguarding Children Board
Olicana House
Chapel Street
Bradford
BD1 5RE

davina.hartley@bradford.gov.uk
01274 431490



www.bradford-scb.org.uk

