

Prevent Child Injury

Putting it into Practice



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Objectives:

- To give a brief overview of injury prevention theory and models and the reasons injury prevention is a public health priority
- To introduce the research-based resources that were developed by the LDCP, “Adapting Alberta’s A Million Messages for Implementation in Ontario’s Health and Social Services Systems”
- To facilitate implementation of these injury prevention resources into everyday practice.

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Special Thanks

Funders:

Public Health Ontario

Ontario Neurotrauma Foundation

Support:

Oxford County Public Health

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In Ontario 2015 ...

- 25 children, 0 -14 yr, hospitalized and over 750 in emergency each day
- Children 0 - 4 yr had second highest ED visit rates and highest hospitalization rates due to injury
- Leading causes of injury in children 0 -4 yr
 - **Falls, poisoning, and burns/scalds**



Ontario Injury Compass Issue 12, May 2016 Ontario Injury Prevention resource Centre

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Falls

40% happen at home

Common types of falls:

- From furniture
- Slips and trips
- On stairs



Ontario Injury Compass Issue 12, May 2016 Ontario Injury Prevention resource Centre

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Importance of Play

- Child development
- Physical activity
- Achieving balance between safety and play



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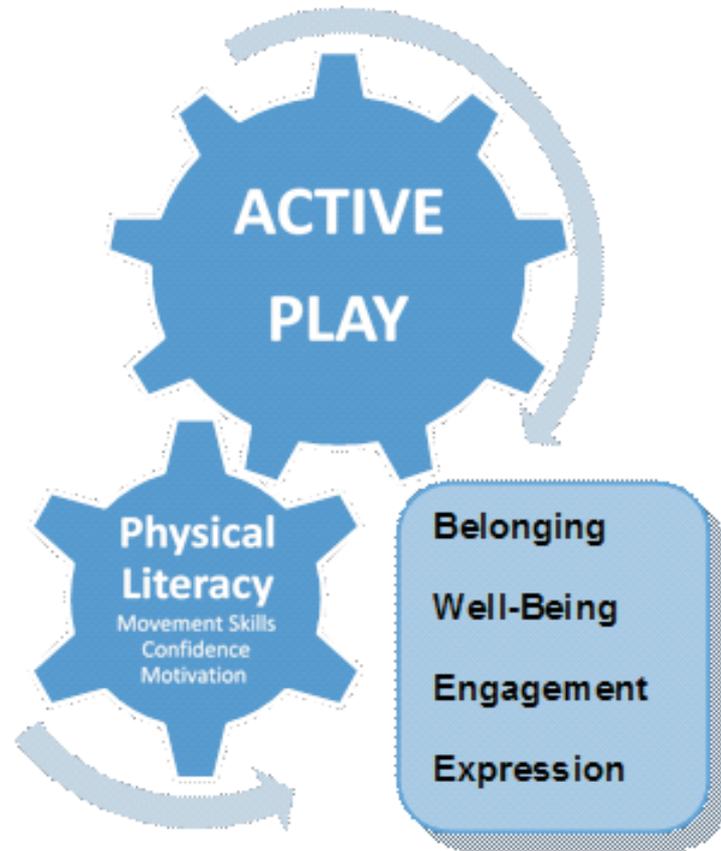
Physical Literacy

“Individuals who are physically literate move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person.”

PHE Canada

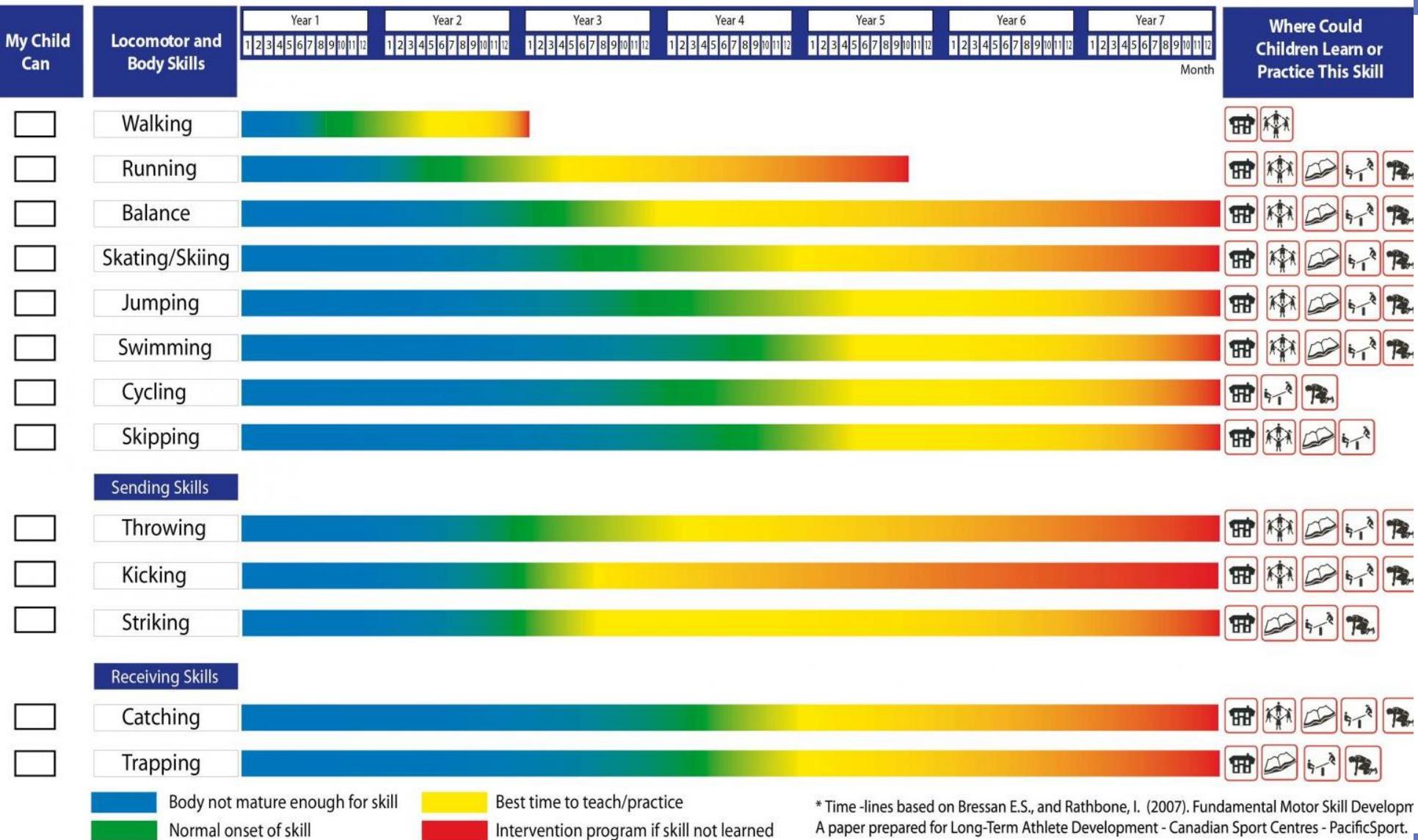
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Physical Literacy



(SWPAPN Physical Literacy One Pager, November 2016)

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Note 1: There is tremendous variability in the normal time of onset of skills among children, and this chart should be considered ONLY as a rough guide to the sequence of development that might

Key
 Home Preschool School

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Risky Play

Thrilling and exciting forms of play that may include the possibility of physical injury.



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Elements of Risky Play



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Risky Play

Children are active explorers, where ability to fight and physical strength are tested



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Risky Play

- Primary motivation is pleasant emotions as they gain higher levels of arousal and master risks
- Risk-taking in play includes both fear and excitement



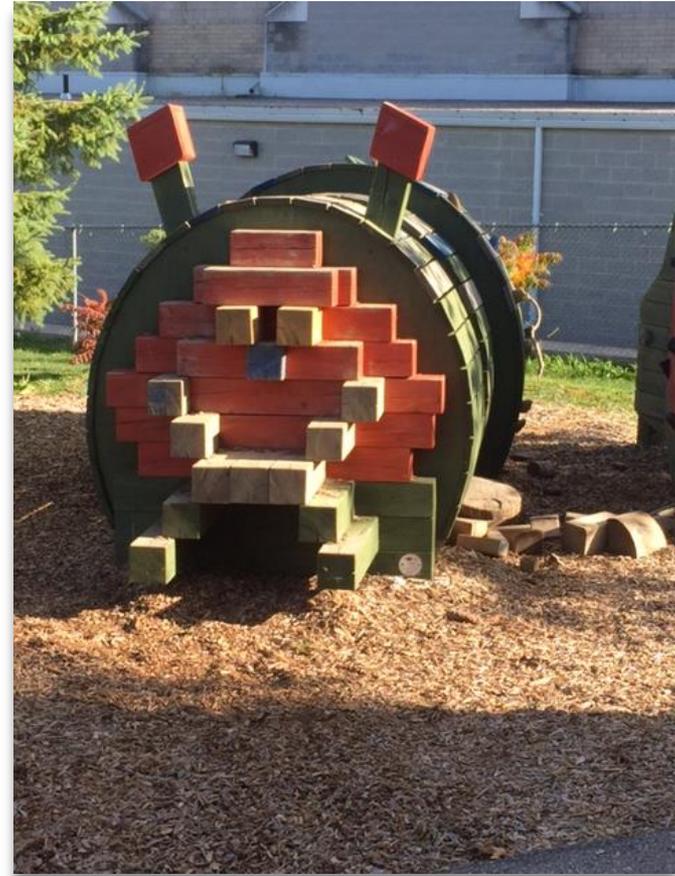
Benefits of Risky Play

- Rehearse handling real-life situations through risky play, discover what is safe and not
- Develop muscles, skeletal quality
- Learn environment through exploring new areas and objects

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Anti-Phobic

- Anti-phobic effect
- Children learn to cope with and no longer fear potentially dangerous situations



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Risk vs Hazard

Risk

Situations in which a child can recognize and evaluate the challenge and decide on course of action.

Hazard

Source of harm that is not obvious to the child, such that the potential for injury is hidden.

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Balance

Safety



Challenge

Balance safety with children's needs and opportunities to play freely in challenging, stimulating and developing environments.

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The Challenge

Mitigation for injury but also optimal child development, through exposure to age appropriate risky play in a hazard-free play space.

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What is an Injury?

An injury is defined as “a body lesion at the organic level, resulting from an acute exposure to energy ... in amounts that exceed the threshold of physiological tolerance. In some cases ... the injury results from an insufficiency of a vital element.”

Baker, *The Injury Fact Book*. Lexington, MA Lexington Books, 1984

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Injuries

- Intentional Injury - suicide, self-harm, assault, homicide, abuse
- Unintentional Injury - falls, poisoning, burns, scalds, motor vehicle crashes, drowning
- Why are injuries common in children?

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Energy

- Mechanical/Kinetic
- Thermal
- Electrical
- Chemical
- Radiation

Absence of:

- Heat
- Oxygen

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Injuries are NOT Accidents

Most injuries are due to circumstances that are

Predictable
and
Preventable

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Prevention of Injury

Primary Prevention

- prevent injury causing event

Secondary Prevention

- minimize bodily harm if an event should take place (harm reduction)

Tertiary Prevention

- minimize further consequences of injury

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Haddon's Matrix

- An aid to help us focus on the the different factors that can increase the likelihood of injury and the long-term effects of the injury
- Looks at more than the individual
- Helps to determine prevention strategies

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	Host (person)	Cause of Injury	Physical Environment	Social Environment
Pre- Event				
Event				
Post- Event				

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	Host (person) <i>1 year old Child</i>	Cause of Injury <i>Thermal Energy</i>	Physical Environment	Social Environment
Pre-Event <i>Will the scald occur?</i>	<ul style="list-style-type: none"> • Age & mobility • Active, moves quickly, curious • Does not understand dangers 	<ul style="list-style-type: none"> • Hazards in home that can cause scald? E.g. hot tap water, kettle, hot drinks 	<ul style="list-style-type: none"> • Temperature of hot tap water & how long it takes to get hot • Anti-scald devices • Safety lids on drinks • Cordless kettle 	Caregiver: <ul style="list-style-type: none"> • Attitude for safety/supervision • Awareness of water temp. and risk of scald • Can turn down water temp. • Awareness of child's ability to understand danger, and child's developmental skills
Event <i>Will injury occur as result of the scald?</i>	<ul style="list-style-type: none"> • Age & Health of child • Physical size • Clothing/diaper 	<ul style="list-style-type: none"> • How hot is water/ • How long exposed? 	<ul style="list-style-type: none"> • How easy to turn water on • Ability to get away from hot water (in tub versus reaching under tap) 	Caregiver: <ul style="list-style-type: none"> • How close to child • Know what to do to decrease effect of burn

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	Host (person) <i>1 year old Child</i>	Cause of Injury <i>Thermal Energy</i>	Physical Environment	Social Environment
Post - Event <i>What will be the outcome?</i>	<ul style="list-style-type: none"> • Age • Health of child • Physical size • Location of burn/scald 	<ul style="list-style-type: none"> • Hot clothing removed • Burned area run under cold water 	<ul style="list-style-type: none"> • Proximity to medical care • EMS response time • Access to telephone • Access to acute care 	<ul style="list-style-type: none"> • Caregiver's ability to do first aid and follow treatment instructions • Medical staff knowledge of treatment of scalds in children

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Haddon's Countermeasures

- Prevent the creation of a hazard
- Reduce the amount of the hazard
- Prevent the release of a hazard that already exists
- Modify the rate or spatial distribution of the hazard
- Separate, in time or space, the hazard from that which is to be protected

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Haddon's Countermeasures

- Separate the hazard from that which is to be protected by a material barrier
- Modify the relevant qualities of the hazard
- Make sure what is to be protected is more resistant to damage from the hazard
- Begin to counter the damage already done by the hazard
- Stabilize, repair, and rehabilitate the object of the damage

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3 E's of Injury Prevention

- **E**ducation
- **E**nforcement
- **E**ngineering



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What?

So What?

Now What?

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Messaging Strategy Development



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Key Message Development

OCIPC Literature and Environmental Scan

Clear language

Action oriented

Positively framed

No more than 5 messages

39 Injury Prevention Messages

0 - 36 months of age

Falls, scalds/burns, poisoning

Problem-solving approach

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What? So What? Now What?

Anticipatory Guidance Framed Messages

What can my child do now?

So what can hurt my child?

Now what can I do to keep my child safe?

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What we learned...

Our evaluated safety messages are grade 4 - 7 reading level

	Very good” - “excellent” match %	Length %	Clear %	Credible %	Action Oriented %
HCEs	89.74	88.27	96.33	92.41	86.68
Parents	92.31	94.01	91.87	77.84	84.64

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What What can my child do now?	So What So what can hurt my child?	Now What Now what can I do to keep my child safe?
My child is starting to roll around.	My child could fall from places like change tables or couches.	I can keep a hand on my baby when placed on any type of furniture.
My child is starting to put things in or near their mouth.	My child could be poisoned if they grabbed a hold of something poisonous.	I can keep any medicine, vitamins, make-up, and cleaning supplies locked up and out of reach.
My child is starting to pull themselves up to stand.	My child could get burned when reaching for hot things on stoves.	I can let my child play on the floor or secure them in their highchair while I prepare meals.

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Applying *What? So What? Now What?*

What can my child do now?	So what can hurt my child?	Now what can I do to keep my child safe?

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12 month old child

Child is teething and wanting to gnaw on anything he can reach.
Mother gives him the TV remote to keep him quiet.

What can my child do now?	So what can hurt my child?	Now what can I do to keep my child safe?
<p>Pulls up to stand Walks holding on to furniture, "cruising" Explores things in different ways, like shaking, banging, throwing</p>	<p>Batteries Buttons may come loose and fall out, causing choking hazard</p>	<p>Place remote out of reach of child Give child a toy to play with, that is safe to gnaw on</p>

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15 month old child

Home is open concept, with access to stairs. There is also a one step change in level from the dining area to the living area.

4 year old child

Home has a backyard pool with direct access from the home, through sliding glass door.

3 year old child

Family lives in a two storey home where the windows on the upper floor are lower than usual and easy for the child to access

2 1/2 year old child

When family and other people visit, they place their handbag on the floor, leaving it unattended for the duration of the visit

11 month old child

Crib is placed next to the window that has venetian blinds, with dangling cords for adjustment of the blind.

18 month old

Fridge magnet letters are within easy reach. The magnets are exposed on the underside of the letters.

5 year old

Family has a trampoline in the back yard with no protection around the sides

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Challenges of Injury Prevention Social Determinants of Health

- Income & income distribution
- Education
- Unemployment & job security
- Employment & working conditions
- Early childhood development
- Food insecurity
- Housing
- Social safety network
- Social exclusion
- Health services
- Aboriginal status
- Gender
- Race
- Disability

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Challenges of Child Injury Prevention

- Parents perceptions of injury prevention
- Time pressures
- Not understanding the real risks
- Not understanding stages of development

Your Community

Describe some challenges to injury prevention within your community

Describe some facilitators for injury prevention in your community

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Email Messaging System

Parents/caregivers self-register

Email address and birth date of child(ren)

0-36 months (9 milestones)

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How to Register

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[HOME](#) [GENERAL SAFETY](#) [ABOUT](#) [SEND ME EMAILS](#) [FAQ](#) [CONTACT](#)

[PARENT LOGIN](#) [PROFESSIONAL LOGIN](#)

Parent Login / Subscribe to Emails

This is a free program where you can receive helpful child safety tips through email based on the age of your child. By providing us with your child's birth date, we will send you timely email reminders about the different skills your child is learning, how this places them at risk for injuries and ideas on how to keep them safe. Each email is short and simple, and shares ideas on how the "What? So What? Now What?" questions can be used to promote child safety in your home.

SUBSCRIBE & CREATE AN ACCOUNT

.....

All fields marked with a * are required

.....

YOUR EMAIL ADDRESS: *

CONFIRM EMAIL ADDRESS: *

LOGIN TO MY ACCOUNT:

.....

All fields marked with a * are required

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YOUR EMAIL ADDRESS: *

PASSWORD: *

[LOGIN TO MY ACCOUNT](#)

[Forgot your Password?](#)

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Wow, your child is now 13 months old! Your child may already be able to walk alone or starting to walk soon. This places them at risk for falls and other injuries. Keep reading to find out what other things your child may be learning to do over the next two or more months and for some ideas to keep them safe.

Falls

What can my child do now?

May walk alone
May walk up steps and run
May start to climb

So what can hurt my child?

Falls

Now what Can I do to keep my child safe?

Once your child starts to climb, keep drawers closed and locked with latches. This way they cannot use the drawers to climb onto counter tops or furniture. Place chairs and stools away from counters or other high places where your child can climb. This way your child won't be able to reach dangerous things on the counter or fall and hurt themselves.



Burns/Scalds

What can my child do now?

What can my child do now?

Pulls toys while walking

So what can hurt my child?

Burns/Scalds

Now what Can I do to keep my child safe?

Your child can be burned if they touch a hot appliance. Keep cords for electrical appliances such as irons, kettles, and hair straighteners out of reach.

Poisonings

What can my child do now?

Explores things in different ways, like shaking, banging, throwing

So what can hurt my child?

Poisonings

Now what Can I do to keep my child safe?

There is no such thing as a child proof container. When determined, children can always find a way to get at what is inside. Keep medicine and vitamins locked up and/or out of reach.

All children develop differently. Some children may develop new skills earlier or later than those suggested in this email.

There are always more ways to keep your child safe from injury. An easy way to find dangers in your home is by getting on your child's level. This way you can see what they can see, reach and get into. Remember to ask yourself, "What? So What? Now What?" to find other dangers in your home and then prevent an injury.

Thank you for learning more about child safety.

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Congratulations **Kelly**, your child just turned 16 months old! Throughout the next few months your child may learn to do a lot of things on their own. Being more independent puts your child at risk of falls, burns and poisonings. Keep reading to find out what other things your child may be learning to do over the next two or more months and for some ideas to keep them safe.

Falls

What can my child do now?

Walks alone
May walk up steps and run
May start to climb

So what can hurt my child?

Falls

Now what Can I do to keep my child safe?

When your child starts to climb they can pull furniture such as TV's and bookshelves down on top of themselves. Attach TVs and furniture to the wall so they can't tip onto your child. If your home has a balcony, make sure not to leave any furniture on it that your child could use to climb over the railing and keep the door closed and locked at all times. Move your child to a toddler bed or mattress on the floor once they can climb out of their crib or become taller than 90 cm (35 inches). Children under the age of 6 years should not sleep or play on the top of a bunk bed.

Burns/Scalds

What can my child do now?

Walks alone, so now more things are in reach of the child

So what can hurt my child?

Burns/Scalds

Now what Can I do to keep my child safe?

Always keep lighters and matches locked up and out of reach of children. Teach your child that these are not toys.

Poisonings

What can my child do now?

Drinks from a cup
Eats from a spoon
Walks alone (now more things are in reach of the child)

So what can hurt my child?

Poisonings

Now what Can I do to keep my child safe?

Children can be poisoned by both prescription and over the counter medications, even vitamins. Always keep all medicines and vitamins locked up and out of reach.



All children develop differently. Some children may develop new skills earlier or later than those suggested in this email.

There are always more ways to keep your child safe from injury. An easy way to find dangers in your home is by getting on your child's level. This way you can see what they can see, reach and get into. Remember to ask yourself, "What? So What? Now What?" to find other dangers in your home and then prevent an injury.

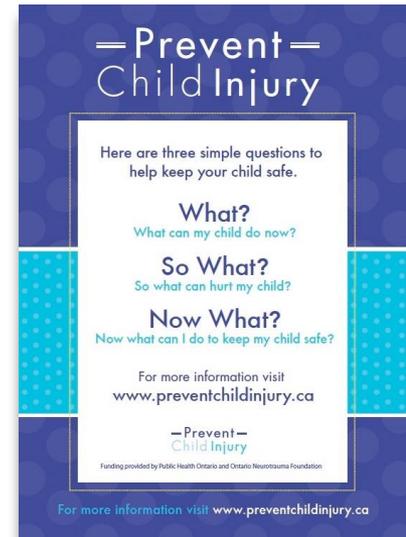
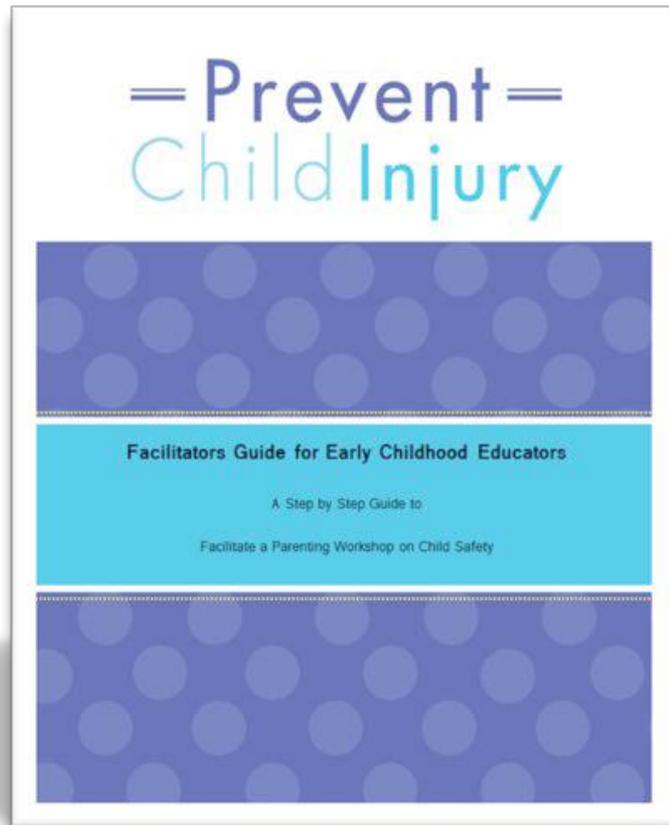
Thank you for learning more about child safety.

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Resources and Supports



13-15 months			
WHAT?	SO WHAT?	NOW WHAT?	
What can my child do now?	So what can hurt my child?	Now what can I do to keep my child safe?	
<p>May walk alone</p> <p>May walk up steps and run</p> <p>May start to climb</p>	<p>Falls</p>	<p>Before your child starts to climb, keep drawers closed and locked with latches. This way they cannot use the drawers to climb onto counter tops or furniture.</p> <p>Place chairs and stools away from counters or other high places where your child can climb. This way your child won't be able to reach dangerous things on the counter or fall and hurt themselves.</p>	
<p>Pulls toys while walking</p>	<p>Burns/Scalds</p>	<p>Your child can be burned if they touch a hot appliance. Keep cords for electrical appliances such as irons, kettles, and hair straighteners out of reach.</p>	
<p>Explores things in different ways, like shaking, banging, throwing</p>	<p>Poisonings</p>	<p>There is no such thing as a child proof container. When determined, children can always find a way to get at what is inside. Keep medicine and vitamins locked up and/or out of reach.</p>	

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Resources and Supports

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Here are three simple questions to help keep your child safe.

What?
What can my child do now?

So What?
So what can hurt my child?

Now What?
Now what can I do to keep my child safe?

For more information visit
www.preventchildinjury.ca

Prevent Child Injury

Funding provided by Public Health Ontario and Ontario Neurotrauma Foundation

For more information visit
www.preventchildinjury.ca

Send me emails for injury prevention!

Are you looking for new ideas to create a safer home for your child to explore?

Go to www.preventchildinjury.ca and sign up here to receive regular free safety tips right to your inbox! This is an easy way to learn how to prevent your child from being injured and allow your child to have fun while being safe. When you sign up, you will receive personalized emails specific to your child's age as they continue to grow. These emails will help you to learn about the risk for common injuries for your child's age and how to prevent them from happening.

WHAT?

Watch your child play and think about the new things your child can do.

SO WHAT?

When your child is playing, look for places they can explore, what they can reach and what they can get in to that may hurt them. Think about how they can fall, be burned or poisoned.

NOW WHAT?

Now that you have found these things in your home that can hurt your child, think about how you can prevent your child from getting hurt.

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General Living Areas

- Sharp edges on furniture padded.
- Bookshelves and tall furniture fastened to wall.
- Electrical outlets covered.
- Window blind cords secured out of reach.
- Small rugs or runners tacked down or slip-free.
- Working smoke detectors and carbon monoxide detectors on each floor.
- TV and electrical equipment stored securely.
- Safety rails or screens on fireplaces and woodstoves.
- Chimney inspected and cleaned every year.
- Keep televisions on low sturdy furniture or secured to the wall with anchors, angle braces, or furniture straps.
- Devices examined to make sure battery compartment is secure.

General areas stored out of reach:

- Heavy or breakable objects
- Plants
- Ashtrays, cigarette butts, or cigarettes
- Coins
- Balloons
- Purses
- Batteries and devices (e.g., remote controls and key fobs)

Please note, these are only some of the hazards found in the home, additional hazards may still exist.

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Distributed by:

Adapted with permission from KFL&A Public Health.

Home Safety Checklist

Most injuries to young children happen in the home. Use this checklist to make your home safer.

What?

What can my child do now?

So What?

So what can hurt my child?

Now What?

Now what can I do to keep my child safe?

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Resources and Supports

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WHAT?
Watch your child play and think about the new things your child can do such as grabbing, reaching, crawling, walking, and more.

SO WHAT?
When your child is playing, look for places they can explore, what they can reach and what they can get in to that may hurt them. Think about how they can fall, be burned or poisoned.

NOW WHAT?
Now that you have found these things in your home that can hurt your child, think about how you can prevent your child from getting hurt.

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Ontario Childhood Injury Prevention Committee

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<http://www.oninjuryresources.ca/ocipc>

The screenshot shows the Ontario Injury Prevention Resource Centre website. The header features the organization's logo and tagline: "Ontario Injury Prevention Resource Centre. Helping injury prevention practitioners. Reduce injury in Ontario." Below the header is a navigation menu with links for HOME, CONTACT US, ABOUT US, SERVICES, TRAINING, RESOURCES, NEWS, EVENTS, and COMMUNICATION TOOLS. The main content area is divided into three columns:

- PUBLICATION:** "Ontario Injury Compass: Falls from Ladders among Ontario Adults". It includes a small chart titled "Falls from Ladders among Ontario Adults" and a link to "Read the latest issue".
- RESOURCES:** "Concussion Awareness Training Tool". It describes the CATT Online tool and provides a link to "View the CATT Tool page".
- SERVICES:** "Injury Prevention Working Group Microsites". It offers information on finding working groups and a link to "Learn more about Working Group microsites".

At the bottom, there are three purple-bordered sections:

- WHAT WE DO:** Lists "coordination" and "knowledge translation and".
- IN THE NEWS:** "Opportunity to help inform a national drowning prevention plan".
- UPCOMING EVENTS:** "NEW! World's Largest Sandbox" (June 8, 2016, Ottawa, ON) and "Alcohol Policy Forum".

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Thank you!



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Videos

Poisoning

- <https://youtu.be/MtWMPkRHlds>

Falls

- <https://youtu.be/NsesBQwHJSk>

Burns & Scalds

- <https://youtu.be/gf2t-2FNaM8>