

Engaging Community Stakeholders in the Delivery of Injury Prevention Messages in Early Childhood



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Goals:

- Describe research findings and subsequent development of a messaging strategy for the prevention of child injury
- Start discussion for implementation of this strategy

Presenter: Lorna Boratto BScN RN

Special Thanks

Funders:

Public Health Ontario

Ontario Neurotrauma Foundation

Technical Support:

Ontario Injury Prevention Resource Centre

Oxford County Public Health

Injuries

- What is an injury?
- What are the different types of injuries?
- Why are injuries common in children?

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In Canada...

- 25 children die from injury every month
- every day 80 children require hospitalization
- home injuries are the most common

In Ontario...

- home injuries are the most common
- \$310 million in health care costs



Leading Ontario Child Injuries

- Falls
- Scalds and Burns
- Poisonings

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Background

Alberta's A Million Messages

Ontario Health and Social Services

Locally Driven Collaborative Project (LDCP)

Early research in Childhood Injury

Importance of Play

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

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Locally Driven Collaborative Project (LDCP)

Adapting Alberta's A Million Messages for
Implementation in Ontario's
Health and Social Services Systems

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Locally Driven Collaborative Project

Project Co-Leads:

Christina Bradley, Niagara Region Public Health
Casey Walters Gray, Kingston, Frontenac, Lennox &
Addington Public Health

Project Partners:

Diane Mack PhD, Brock University – Behavioural Health
Sciences Lab
Ontario Childhood Injury Prevention Committee

Funders:

Public Health Ontario
Ontario Neurotrauma Foundation

The views expressed in this presentation are the views of the authors and do not necessarily reflect those of Public Health Ontario or the Ontario Neurotrauma Foundation.

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LDCP Team

Christina Bradley, Niagara Region Public Health

Casey Walters Gray, Kingston, Frontenac, Lennox & Addington Public Health

Peggy Blekkenhorst, Thunder Bay District Health Unit

Julia Dearing-Vollett, Toronto Public Health

Lorna Boratto, Oxford County Public Health

Etta Li, York Region Community & Health Services

Paula Mattie, Peterborough County-City Health Unit

Linda Yenssen, Ontario Injury Prevention Resource Centre

Hélène Gagné, Ontario Neurotrauma Foundation

Methodology

Year 1: Focus Groups
Key Informant Interviews
Message Evaluation

Year 2: Pilot involved:
Registered Early Childhood Educators
Parents and Caregivers

Focus Groups and Interviews

Purpose:

To examine perceived facilitators and barriers to implementing an injury prevention messaging strategy.

4 targeted catchment areas:

- Kingston, Frontenac, Lennox & Addington
- Niagara Region
- Thunder Bay
- York Region

Target: Community Stakeholders

Focus Groups (n = 59)

- Registered Early Childhood Educators
- Public Health Nurses
- Family Home Visitors

Target: Community Stakeholders

Key Informant Interviews (n = 26)

- Physicians
- Nurse Practitioners

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Key Informant Interviews - Public Health

Purpose: To examine perceived facilitators and barriers to engaging community stakeholders to deliver an injury prevention message.

Public Health staff with Injury Prevention focus
(n = 8 interviews)

Hamilton
Chatham-Kent
Durham Region
Elgin St. Thomas

Leeds, Grenville and Lanark
Middlesex-London
Waterloo
Simcoe Muskoka

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What we learned ... Year One

Agents of Delivery

- Competing priorities
- RECEs best positioned to deliver injury prevention message

Facilitators

- Consistent standardized approach
- Enhanced ease of access

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What we learned ... Year One

Delivery:

- Combined in-person and technology

Messages:

- Tailored to child's stage of development (timely)
- Repeated exposure
- Achievable behaviour change

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Messaging Strategy Development



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What?

So What?

Now What?

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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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Concurrently - 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

Message Evaluation

Purpose:

To assess key injury prevention messages developed for OCIPC for parents/caregivers of children 0 - 36 months.

7 Health Communication Experts

6 Parent/Caregivers of children ages 0 -36 months

Evaluated based on five components

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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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0 - 2 Months

What?

Can hold head up and begins to push up when lying on tummy

So What?

Falls

No What?

Before your baby can roll over they can wiggle and move their arms and legs. Always keep a hand on your baby when they are on a high surface such as a change table, bed, or couch to keep them from falling off.

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5 - 6 Months

What?

Brings things to mouth

Shows curiosity about things and tries to get things that are out of reach

So What?

Poisonings

No What?

Clean up anything that could harm your baby, such as ashtrays, left over alcoholic drinks, and poisonous plants, right away.

Everyday things like batteries, magnets or makeup can poison your baby. Keep these items out of reach.

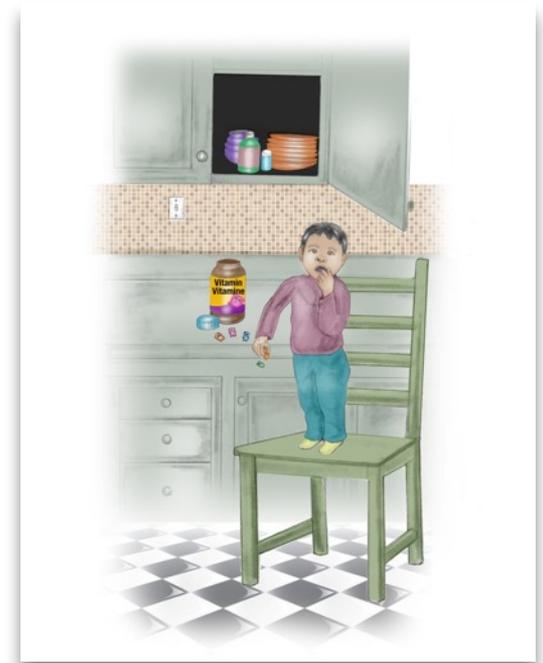
Image Evaluation

How do parents interpret safety images?

An evaluation of the images used to communicate injury-risk in the A Million Messages Program

Michael Butac, Dr. Barbara Morrongiello (advisor) 2011

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Pilot: Message Dissemination

Purpose:

To examine the impact of the injury prevention messaging strategy among parents/caregivers of children aged 0 - 36 months on social-cognitive predictors of injury behaviour.

Use both in-person and technological communication

3 dissemination strategies

- RECE facilitated 30 minute workshop
- RECE teachable moments
- Email messaging system

RECE Facilitated 30 min Workshop

Injury statistics

Importance of play and exploration

Risk for injuries change with child development

What? So What? Now What?

Interactive activity – applying the concept

Q & A

Pilot – Evaluation Parents/Caregivers

- Parents/caregivers who attended workshops held strong intentions to the implementation of injury prevention measures
- Challenges recruiting parents/caregivers to register to email messaging system due to time of year (spring/summer)
- Some reluctance from parents who felt that they already knew about children's injury

RECE Teachable Moments

- RECE observes child demonstrating a new milestone
- Parent/caregiver share with RECE they have observed child demonstrating a new milestone
- Parent/caregiver asks RECE child safety related question

Pilot 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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PARENT LOGIN PROFESSIONAL LOGIN

HOME GENERAL SAFETY ABOUT SEND ME EMAILS FAQ CONTACT

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

.....

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.



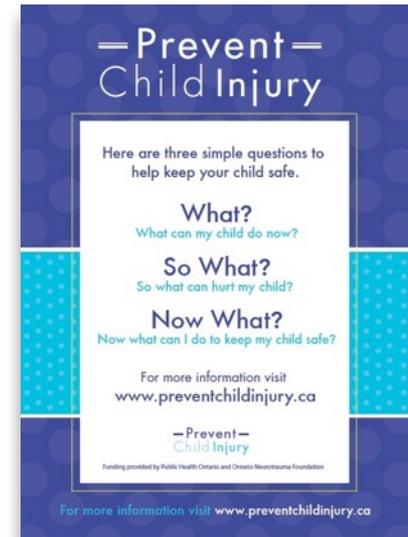
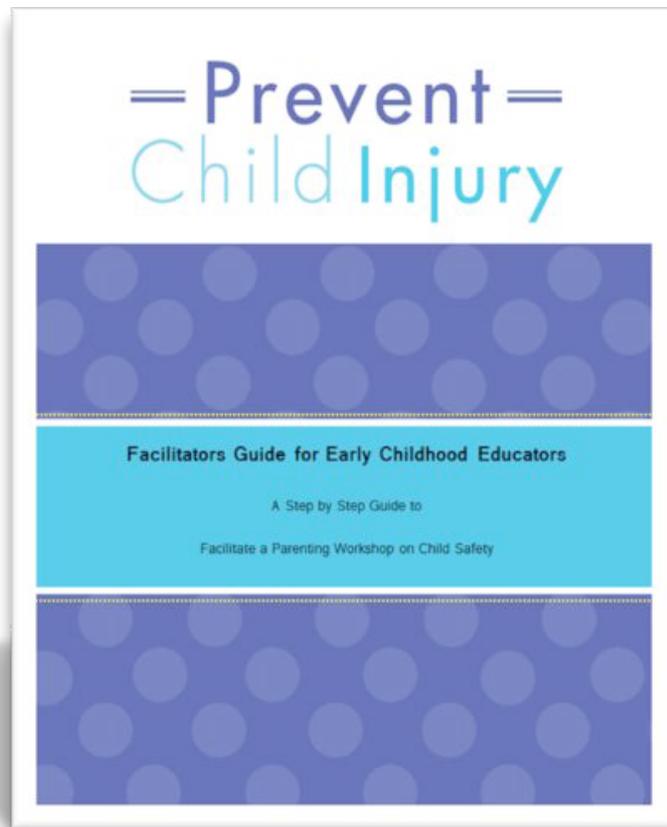
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Thank you for learning more about child safety.

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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 May walk up steps and run 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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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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Resources and Supports

Prevent Child Injury

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?

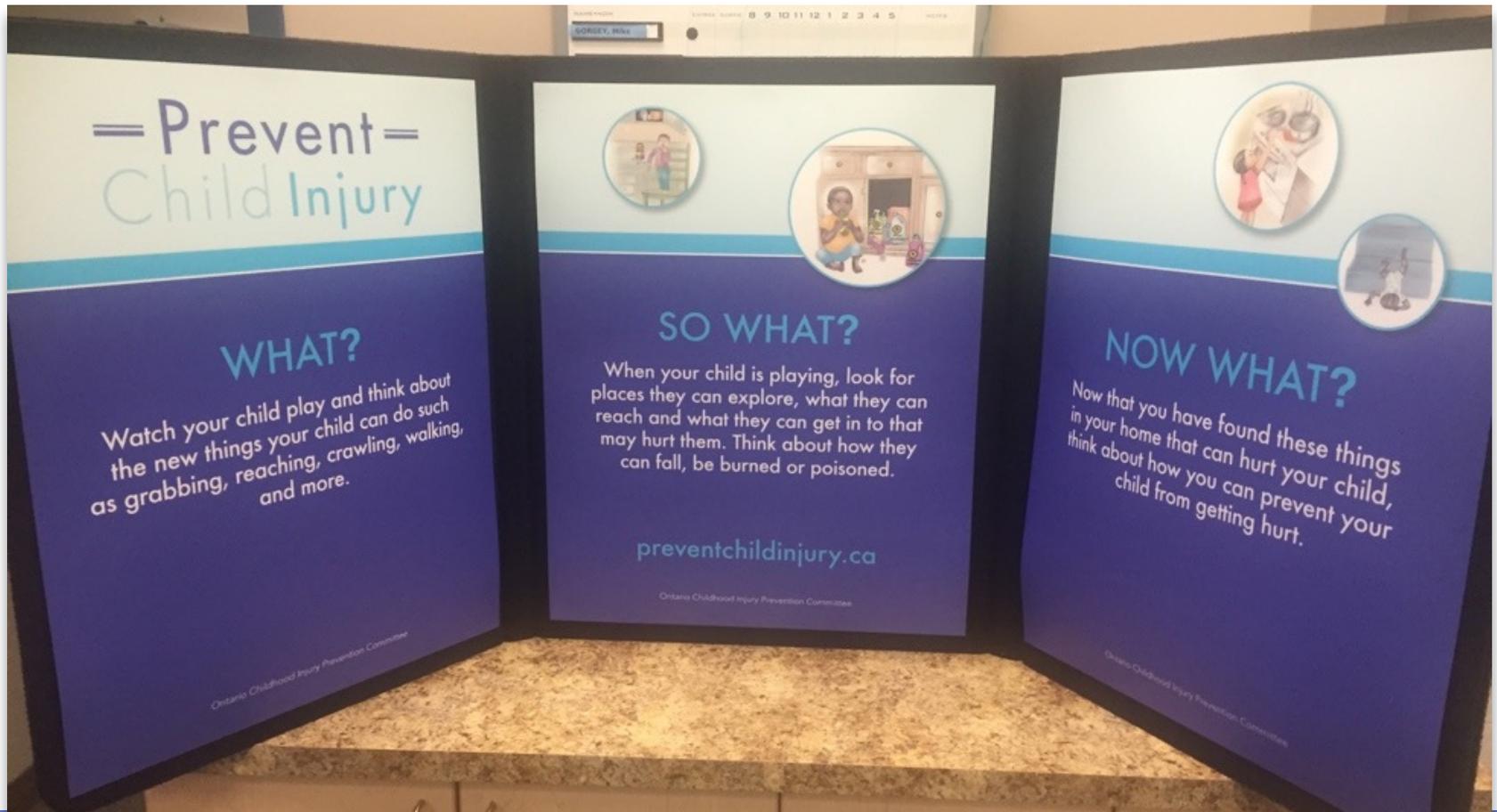
When your child is playing, look for places they can explore, what they can reach and what they can get in to that may hurt them. Think about how they can fall, be burned or poisoned.

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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Resources and Supports



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Resources and Supports



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Resources and Supports

ILLUSTRATIONS - BURNS/SCALDS



[DOWNLOAD »](#)



[DOWNLOAD »](#)



[DOWNLOAD »](#)

ILLUSTRATIONS - POISONINGS



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

The screenshot shows the Ontario Injury Prevention Resource Centre website. The browser address bar displays <http://www.oninjuryresources.ca/>. The website header features the 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: 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". Text: "Falls from ladders lead to thousands of emergency department visits and hospital admissions in Ontario each year. The highest numbers are seen in middle-aged adults. Using Ontario emergency department visit and hospital discharge data, this issue of the Ontario Injury Compass presents injury data on ladder-related falls, with a focus on 45-64 year olds." Includes a small image of a ladder safety infographic and a "Read the latest issue" link.
- RESOURCES:** "Concussion Awareness Training Tool". Text: "CATT Online provides free concussion toolkits, an online Concussion Response Tool, and downloadable resources. Developed by the BCIRPU, the CATT tool is a great resource for practitioners and residents of Ontario." Includes a small image of the CATT tool interface and a "View the CATT Tool page" link.
- SERVICES:** "Injury Prevention Working Group Microsites". Text: "Find out what Injury Prevention working groups across Ontario are doing by visiting their microsites. Interested in a microsite for your working group? The OIPRC can help! Learn more about Working Group microsites".

Below the main content area are three purple header sections:

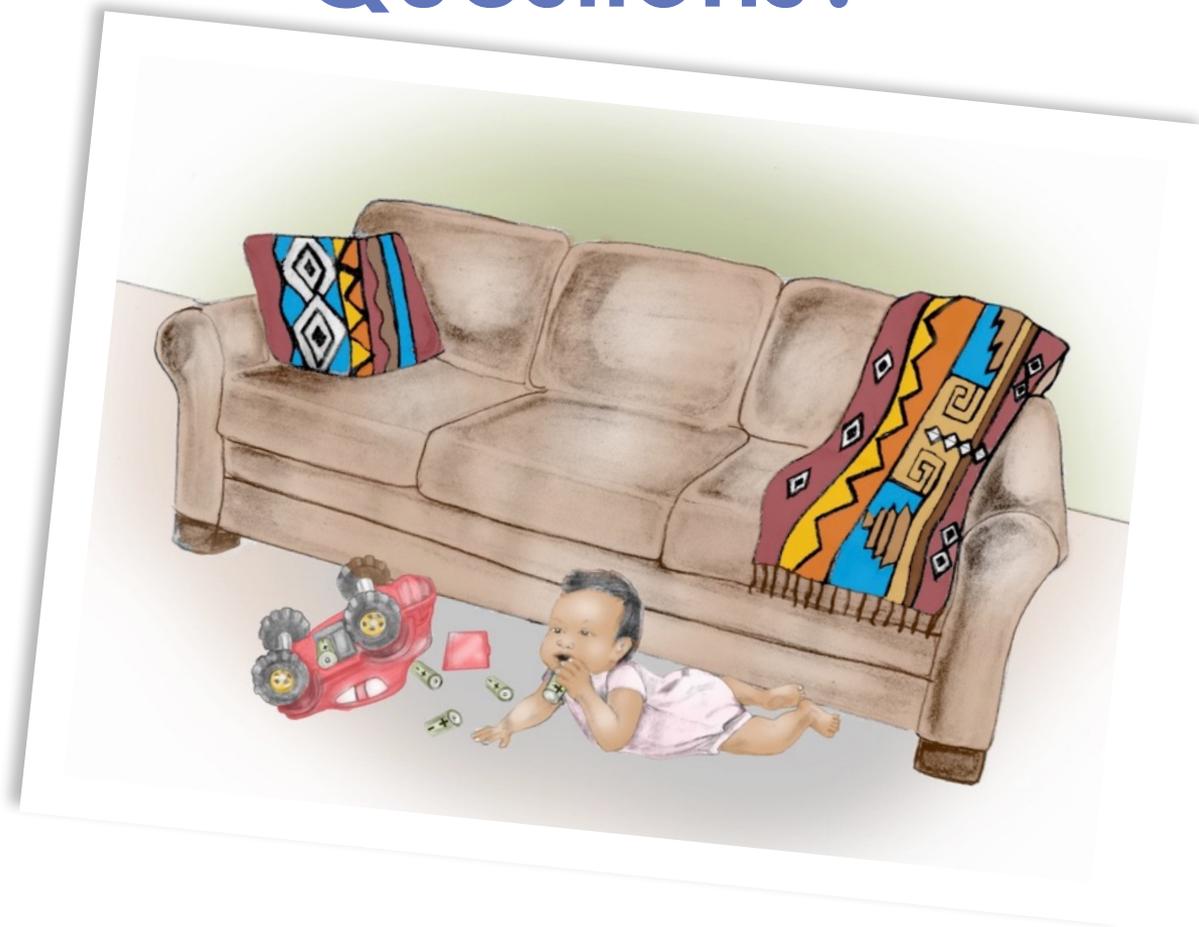
- WHAT WE DO:** "The Ontario Injury Prevention Resource Centre (OIPRC) helps injury prevention professionals reduce injury in Ontario. We do this through:"
 - coordination
 - knowledge translation and
- IN THE NEWS:** "Opportunity to help inform a national drowning prevention plan". Text: "The Canadian Drowning Prevention Coalition is seeking comments about what to include in a national drowning prevention strategy. The deadline for submissions is March 31, 2016."
- UPCOMING EVENTS:** "NEW! World's Largest Sandbox". Text: "June 8, 2016, Ottawa, ON". Includes a "get details" link. Below it is "Alcohol Policy Forum".

Where do we go from here?

- Integration of this messaging system in to existing programs
- French translation of some resources
- Expansion of the messaging to other topic areas? ages?

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Questions?



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Thank you

