

Working together for safer children

Katrina Phillips, Chief Executive
Child Accident Prevention Trust



“Statistics...

... are people with the tears wiped away”

16

2 in 5

7,259

1 in 9

Childhood accidents in Scotland 
child accident prevention trust

Key facts and messages

Unintentional harm is a major cause of death and one of the most common causes of emergency hospital admissions for children in Scotland. Children **under five** and children from the most **deprived communities** are at **greatest risk**.

The tragedy is that many of these unintentional injuries are both **predictable** and **preventable**. Working together, we can empower families and communities to better understand the risks and support them to keep children safe from serious harm.

“My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face.”

Darren Ferguson from Falkirk, who campaigned for a change in the law to prevent serious bathroom accidents

The scale of the problem

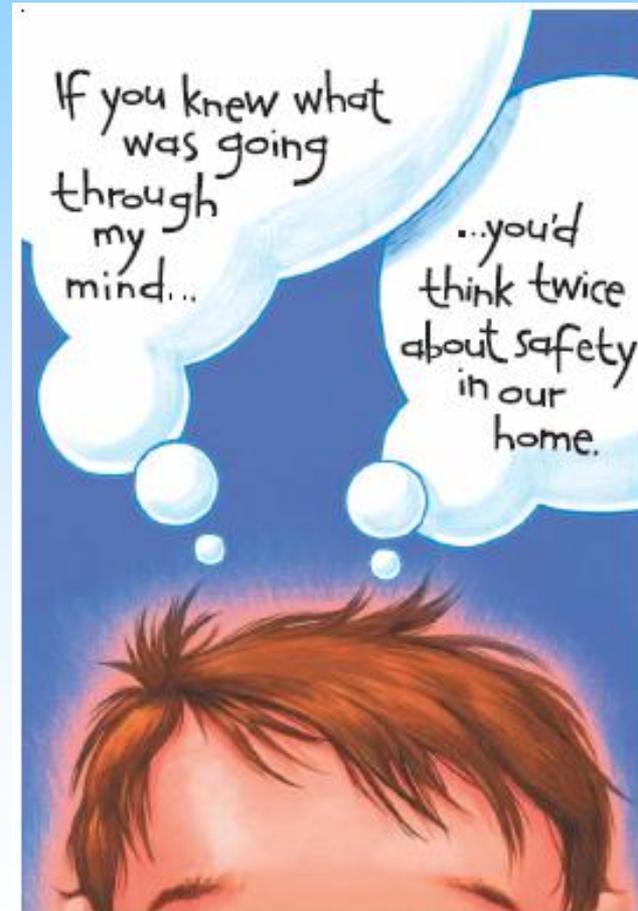
- After the new-born period, **accidents are the top cause of childhood death** in Scotland, responsible for two out of five deaths of children under 15.
- Every year in Scotland, **one child in five** is rushed to A&E due to an accident.
- **One in nine emergency hospital admissions** for children under 15 were due to unintentional harm in 2017-18.

Focus on under-fives

- Children under five are more likely to be admitted to hospital in an emergency due to an accident.
- The five biggest risks for the under-fives are:
 - Falls
 - Drowning
 - Burns
 - Poisoning
 - Threats to breathing such as choking and asphyxiation.
- There is a direct link between childhood accidents and child development. Many parents are taken by surprise by what their baby or toddler does next.

Children under five

- 70-85% of injuries are in the home
- Five major causes:
 - Falls
 - Burns
 - Poisoning
 - Drowning
 - Threats to breathing
- Child development



Older children and young people

- On the roads:
 - Pedestrians
 - Cyclists
- During play:
 - Falls
 - Drowning
- Pushing boundaries and taking risks



Deprivation

Children living in Scotland's most deprived areas are more likely to be admitted to hospital due to an accident than those from the least deprived areas.

Compared to the Scottish average:

- 22% higher in the most deprived areas
- 13% lower in the least deprived areas

Emotional costs

“My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face.”

Financial costs

- £40m a year NHS
- £5m lifetime support costs for one three year-old with a serious traumatic brain injury



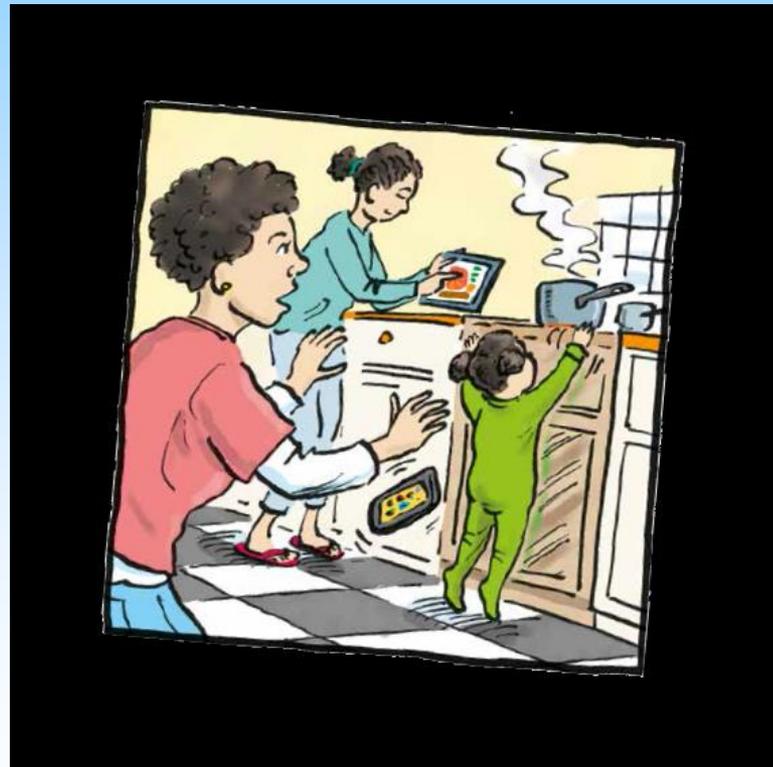
Convenience for adults

- Phones
- Products e.g. washing capsules, hair straighteners, nappy sacks.
- Power sources e.g. button batteries
- Places to buy



Digital distractions

- 4 in 5 parents distracted by their phones
- 1 in 8 parents admit an accident or near-miss while distracted by phones



Laundry and cleaning products: Staying Safe with Sam



Staying Safe with Sam

- Story book and resource pack for teachers & parents
- Protect young children from laundry & cleaning products
- Piloted in England with independent evaluation
- Looking to develop and pilot a version for P1



Button batteries

- Big powerful lithium coin cell batteries
- Deaths and serious injuries in England
- No deaths yet in Scotland?



Button batteries

- Updated online advice www.capt.org.uk/button-batteries
- New session plan
- Illustrated house poster
- Child death investigation
- Product safety



“If I can buy it, it must be safe”

- Where we can buy – online marketplaces eg Amazon, eBay, Fruugo
- Non-compliant and counterfeit goods
- The speed at which new products come onto the market
- Office for Product Safety and Standards and Trading Standards teams

Opportunities

Building Safer Communities Cross Party Group

Community Safety Public Health Early Years

Water Safety Scotland Road Safety Scotland RoSPA

SCSN SRFS RCPCH Children in Scotland

Trading Standards Voluntary & Community Sector

Compared to south of the border...

More stability, funding, commitment

Opportunities

“The main areas of focus should be on parenting, a safe home environment and safe play”

“There are real opportunities to inform and change individual life experience at an early stage through education and awareness raising”



Stay in touch

- Join our 1,540 subscribers across Scotland
<https://www.capt.org.uk/csw-sign-up>
- Facebook
<https://www.facebook.com/ChildAccidentPreventionTrust/>
- Twitter <https://twitter.com/captcharity> and <https://twitter.com/childsafetyweek>
- Email: katrina.phillips@capt.org.uk