



South Gloucestershire

Injury Prevention (CHIP) group

Operational plan 2017 - 2019

This is the operational plan of South Gloucestershire's Child Injury Prevention (CHIP) group. Our vision is to reduce the risk of injury to children in South Gloucestershire whilst encouraging them to have active and fulfilling lives. The plan outlines the work to reduce death and unintentional injury in children from birth to 19 years living in South Gloucestershire.

Preventing injuries is a priority identified in the Joint Strategic Needs Assessment and the Health and Wellbeing Strategy. This plan contributes to and operates in conjunction with these documents and other work addressing health inequalities and providing the best start in life for children and young people.

Aims: To reduce injuries by improving children's safety within their environment and by encouraging safe behaviours.

Objectives

- Reduce the incidence of unintentional injuries amongst children under 5 years in the home.
- Reduce the number of children injured on the roads.
- Raise awareness of how to prevent injuries amongst parents and everyone who works with (or cares for and supports) children, young people and their families.
- Prioritise communities and households at greatest risk in order to reduce the inequalities in incidence seen in South Gloucestershire

The scope of our work does not include intentional injuries, whether self-inflicted or inflicted by others. Nevertheless, it is recognised that there are some common risk factors associated with certain unintentional and intentional injuries particularly in relation to child protection and adult safeguarding.

Background Information

In 2010 the National Institute for Health & Care Excellence (NICE) published 3 pieces of injury prevention guidance, PH 29 Unintentional injuries: prevention strategies for under 15s; PH30 Unintentional injuries in the home: interventions for under 15s and PH31 Unintentional injuries on the road: interventions for under 15s.

NICE (2014) presented further evidence in the injury prevention field with which to update these three pieces of guidance in 2014.

Many injuries and deaths due to injury are preventable (PHE, 2014a). A number of reports and statistics highlight the potentially devastating effects that preventable injuries can have and ways in which they could have been avoided. Outlined by Public Health England (PHE, 2014a) a substantial cause of death and disability to children in England under the age of 5 is as a result of unintentional injury in and around the home. In South Gloucestershire hospital admissions resulting from injuries in the home accounted for 63.5% of the settings for all the unintentional and deliberate injuries to the under 5's during 2013/14 to 2015/16. Analysis of local data shows that falls are the highest reason for hospital admissions in South Gloucestershire. In 2015/16 South Gloucestershire had lower rates of hospital admissions for unintentional and deliberate injuries among 0-4 year olds and 0-14 year olds when compared to both the South West and England (PHE, 2017) However, this was not the case for 15-24 year olds where the rate of admissions in South Gloucestershire was lower than the South West but higher than England.

Public Health England (2014a) have identified five priorities to address unintentional injuries among the under-fives. Illustrated by local analysis these five causes are also priorities in South Gloucestershire. These include the most severe and preventable injuries including those that result in high death rates and the largest number of hospital admissions.

They are:

- Choking, suffocation and strangulation
- Falls
- Poisoning
- Burns and scalds
- Drowning

PHE (2014a) proposed three key action areas to support the reduction of unintentional injuries in and around the home among children under five years.

These are

- Provide leadership and mobilise existing services to prevent injuries
- Provide support and training to the early years workforce to enable it to strengthen its central role in helping reduce unintentional injuries
- Focus on five kinds of injury for the under-fives:

Between 2012-14, 4495 children aged 6 to 15 were killed or seriously injured in road traffic accidents in England.(PHE, 2017) PHE (2014b) proposed three actions to impact and support the reduction of unintentional injuries on the roads among children & young people (under 25 years)

These are

- Improve safety for children travelling to and from schools

- Introduce 20mph limits in priority areas as part of a safe system approach to road safety.
- Action to prevent traffic injury and improve health must be co-ordinated.

National and local data identify that children living in areas of higher deprivation are more likely to be injured than those children living in the least deprived areas. Over the period 2013-2014 there were 182 deaths among 0-5 year olds in England as a result of unintentional or deliberate injury equating to over 90 children per year.

References and relevant documents

NICE (2010) PH29 [Unintentional injuries: prevention strategies for under 15s:](#)

NICE (2010) PH30 [Unintentional injuries in the home: interventions for under 15s:](#)

NICE (2010) PH31 [Unintentional injuries on the road: interventions for under 15s](#)

NICE (2014) [Strategies to prevent unintentional injuries among children and young people aged under 15. Evidence Update February 2013.](#)

Nottingham and UWE Universities. (2014) [Injury Prevention Briefing. Preventing unintentional injuries to the under-fives](#) Keeping Children Safe at Home project.

Public Health England (2014a) [Reducing unintentional injuries in and around the home among children under five years.](#)

Public Health England (2014b) [Reducing unintentional injuries on the road among children & young people under 25 years.](#)

PHE, (2017) [Public Health England, Fingertips.](#) (Press start)

ROSPA - [The Big Book of Accident Prevention, \(2012\)](#) Delivering Accident Prevention, at local level in the new Public Health System.

Injury prevention plan priorities

STRATEGIC PRIORITY 1:	
<i>Training and workforce development</i>	
1.1	Unintentional injury prevention training targeted at the Early Years workforce
	Continue the delivery of 'Practitioner Injury prevention workshops' Lead and partner agencies:- Public Health & Wellbeing Division
	Development of an e-learning module that can be accessed by settings and practitioners. Lead and partner agencies:- Public Health & Wellbeing Division
	Deliver a Childminding Introductory Course (ChIC) Deliver training for outdoor learning and forest skills (includes risk and hazard assessment skills) Lead and partner agencies:- Early Years Team
1.2	Unintentional injury training targeted at 5-15 year olds, to improve children & young people's knowledge of and the ability to take managed risks
	Development of resource and risk management workshops for those working with children 5-15 years Lead and partner agencies:- Public Health & Wellbeing Division
1.3	Lifeskills
	Increase the percentage of children that go to Lifeskills Centre, Bristol Lead and partner agencies:- Lifeskills Centre
1.4	Educational Resources
	Provide educational packages and resources to support the workforce on 0-19 Injury Prevention Lead and partner agencies: - Avon Fire & Rescue Service and Health Promotion Resource & Information Service
1.5	Training and support for families
	Children's centres deliver first aid courses to families Lead and partner agencies :- Children's Centres
	Children's Centres deliver Baby & me courses to parents, some centres include a session with a Specialist Burns Nurse Lead and partner agencies :- Children's Centres

STRATEGIC PRIORITY 2	
<i>Respond to local need and injury Data</i>	
2.1	Targeted campaigns on injury prevention based on Local and National injury data
	Child Death Review Panels, (CDOP). Reports from local South Gloucestershire and National CDOP can help inform injury prevention initiatives.

	Report from CDOP to be regular agenda item at CHIP meetings. Lead and partner agencies:- Catherine Boyce
	Annual review of local South Gloucestershire hospital admission data Lead and partner agencies:- Public Health Intelligence Team (PHIT)
	Targeted road safety education based on local and national injury data Lead and partner agencies :- Road Safety team
2.2	National and Local Injury Prevention campaigns
	Work with businesses and voluntary workforce to support and promote Child Safety Week Lead and partner agencies:- Public Health & Wellbeing Division
	Children's Centres deliver activities to parents to support Child Safety Week Lead and partner agencies :- Children's Centres
	Campaigns to be planned within CHIP meetings, coordinated by the injury prevention coordinator, and supported by the Communications team Lead and partner agencies :- Public Health & Wellbeing Division
	Include information of recalled products and buying safely on the CHIP webpages as a source of reference. Lead and partner agencies:- Trading Standards
2.3	CHIP Newsletter
	Produce and disseminate a biannual newsletter. Lead and partner agencies:- CHIP Group and partner organisations
2.4	Health in Schools newsletter and webpage
	Include items re Injury Prevention as relevant. Keep webpage updated re campaigns and resources available to schools to reduce risk of Injury (e.g. Child Safety Week resources) Lead and partner agencies:- Public Health and Wellbeing Partnership Officer-Schools

STRATEGIC PRIORITY 3

Injury prevention work targeted at parents/carers with young children at high risk of unintentional injury

3.1	Home safety equipment scheme
	Continued development, administration and evaluation of the Home safety equipment scheme Lead and partner agencies:- Public Health & Wellbeing Division
	Children's Centres provide Hair straightener pouches in all centres Lead and partner agencies :- Children's Centres
3.2	Links with priority neighbourhood leads
	Use priority neighbourhood profiles to inform focus and interventions on injury prevention. Lead and partner agencies:- Public Health & Wellbeing Division
3.3	Home Safety Visits
	AF&RS carry out bespoke Home Fire Safety Visits.

	Lead and partner agencies: - Avon Fire & Rescue Service
	Children's Centres provide home safety assessments for families referred for outreach services Lead and partner agencies :- Children's Centres
	Health Visitors discuss injury prevention and safety with parents Lead and partner agencies :- Health Visiting Service
3.4	Car Seat Safety
	Deliver four annual car seat safety events across South Gloucestershire Lead and partner agencies: - Road Safety Team

STRATEGIC PRIORITY 4	
<i>Working with children and young people to reduce the risk of injury whilst encouraging active and fulfilling lives</i>	
4.1	Partnership working
	Work with retailers to monitor underage sales of restricted products and ensure the safety of products available to consumers e.g toys Lead and partner agencies:- Trading Standards
4.2	Bikeability
	Free training is offered in schools (level 1 in years 3 & 4, level 2 in years 5 & 6 and level 3 in year 7) Free confidence training is offered for 16-19 year olds Lead and partner agencies: - Road Safety Team
4.3	Living Streets active travel
	Encourage active travel to school Lead and partner agencies: - Road Safety Team
4.4	Play & Community Spaces
	Undertake regular inspections of all South Gloucestershire Council play areas and Skate Parks (approximately 90 sites) Consult on and approve any new play area design and sanction the choice of equipment prior to installation. All new equipment installed/erected across South Gloucestershire will comply with current BS EN standards. Lead and partner agencies: - Community Spaces Team