

## **NCPHWR Knowledge Exchange Workshop**

### **The “Safe-Tea Campaign”: Reducing the Incidence and Severity of Hot Drink Burns in Small Children**

The Children's Burns Research Centre invite you to attend a FREE workshop about The Safe-Tea Campaign – a parent targeted intervention to reduce hot drink burns in pre-school children.

**Place: Sue McMullen Room, Vassall Centre, Gill Avenue, Bristol, BS16 2QQ**

**Time: 9.30am – 4.30pm**

**Date: 27<sup>th</sup> February 2017**

Having recently conducted a feasibility study in the most deprived areas of Cardiff, which was delivered by Flying Start, we are now looking at ways of adapting the intervention for roll out across the UK. We are keen to involve Health Visitors, Parents, Children's Centre staff and other community practitioners working with families of children most at risk from hot drink burns together with IT specialists, media advisors and public health practitioners.

The workshop aims to:

- Provide a sound scientific evidence from Welsh settings to inform and develop an effective UK wide intervention
- Build working relationships and information sharing between Cardiff University researchers and community practitioners to facilitate effective communication and co-production in the future
- Improve bi-directional understanding of existing Welsh and English early years injury prevention work, increasing experience sharing and learning opportunities.
- Enhance co-production of the future research direction and intervention design
- Inform a UK wide multimedia campaign design

The workshop will cover:

1. An introduction to the Safe-Tea Campaign rationale, design and development.
2. A summary of the research findings from the Safe-Tea Campaign.
3. A personal account of being involved in the Safe-Tea Campaign from a member of Cardiff Flying Start staff. What worked, what didn't and why.
4. Group discussion covering how the Safe-Tea Campaign could work when expanded to a UK setting.
  - a. How suitable the campaign would be to roll out across the UK
  - b. How practical it would be to roll out the campaign across UK

This workshop is funded by the National Centre for Population Health and Wellbeing Research. Lunch and refreshments will be provided on the day. Please note that places are limited so if you are interested in attending please contact Verity Bennett via [Burnsresearch-admin@cardiff.ac.uk](mailto:Burnsresearch-admin@cardiff.ac.uk) as soon as possible to avoid disappointment.

We hope to see you there!