

The logo for ROSPA (The Royal Society for the Prevention of Accidents) features the word "ROSPA" in a bold, dark blue, sans-serif font. The letter "O" is replaced by a colorful circular graphic composed of overlapping segments in green, blue, red, and yellow.

accidents don't have to happen



Take Action Today Put Them Away

A campaign to reduce household poisoning among children under five

Jim Oram

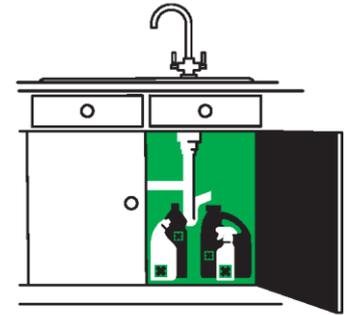
Public Health Project Officer

The Royal Society for the Prevention of Accidents



The Problem

- In the UK there are over 5,000 hospital overnight admissions every year for under 5's
- Most accidental poisoning happens to children younger than five years old.
- Children aged one to three years most at risk
- Most involved medicines(70%) cleaning products (20%)
- Children from the poorest families are three times more likely to be admitted to hospital due to an accident, including accidental poisoning



So far...

- Launched in 26 areas
- 140 local partners have delivered the programme.
- Via social media we regularly reached thousands of people.
- @RoSPA
- At least 400,000 families responsible for young children will have received advice and resources
- Over 4 million people reached through National television, radio and newspapers



- Birmingham
- Liverpool
- Norfolk
- Bradford
- Nottingham
- Newcastle
- Hampshire
- Northern Ireland
- Lincolnshire
- Stockton-on-Tees
- Chester and Cheshire West
- East Ayrshire
- Warwickshire
- Coventry
- Stoke on-Trent
- Solihull
- Gloucestershire
- Staffordshire
- Rochdale
- Halton
- Bolton
- Blackburn with Darwen
- Manchester
- Knowsley
- Pendle
- Cumbria

Emergency admissions for accidental poisoning in children aged 0-4 2014/15 - 16/17

Area	Value	Lower CI	Upper CI
England	145.5	143.2	147.8
East Midlands region	131.0	123.4	139.0
East of England region	109.5	103.5	115.8
London region	76.3	72.4	80.3
North East region	241.9	227.8	256.7
North West region	217.6	209.7	225.7
South East region	132.8	127.3	138.5
South West region	179.7	171.2	188.6
West Midlands region	194.4	186.2	202.8
Yorkshire and the Humbe...	126.0	119.1	133.1

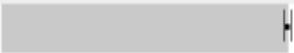
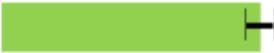
Source: PHE analysis of Hospital Episode Statistics (HES) data



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Emergency admissions for accidental poisoning in children aged 0-4 2014/15 - 16/17

Area	Recent Trend	Count	Value		95% LowCI	95% UppCI
England	-	14,976	145.5		143.2	147.8
East Midlands region	-	1,094	131.0		123.4	139.0
Northamptonshire	-	260	183.5		161.8	207.2
Nottingham	-	112	176.8		145.6	212.8
Derbyshire	-	211	169.3		147.3	193.8
Nottinghamshire	-	211	152.6		132.7	174.6
Lincolnshire	-	177	146.5		125.7	169.7
Leicestershire	-	84	72.7*		58.0	90.0
Derby	-	21	39.4		24.4	60.3
Leicester	-	18	23.3		13.8	36.8
Rutland	-	-	*		-	-

Selection of target areas

Emergency admissions for accidental poisoning children under five years old
2014-15 - 16-17

● Northamptonshire

🗨️ 260 children aged 0-4 were admitted to hospital for accidental poisoning



The Programme

- Take Action Today, Keep Them Away is an industry supported campaign funded by UKCPI
- Raising awareness of the potential for accidents and how to prevent them
- Developing safer products on the market



The Tools

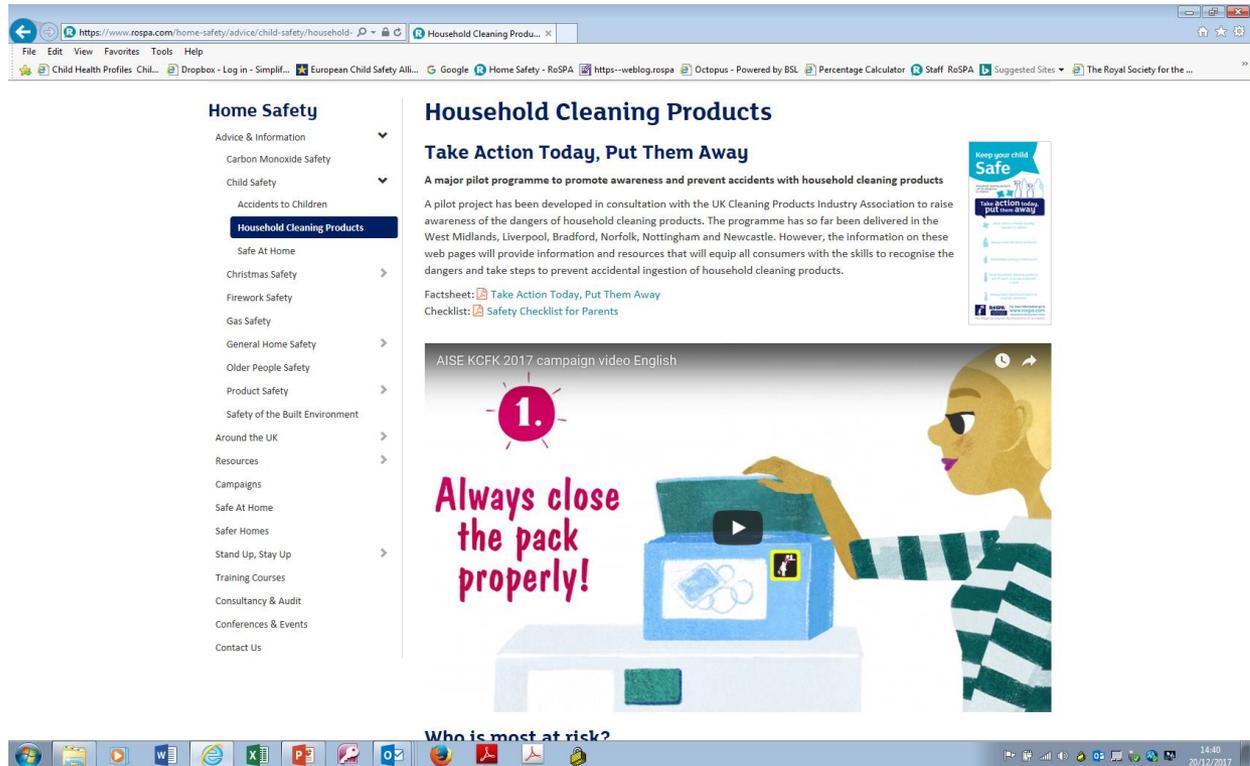
- Briefing pack for health professionals
- The magnetic pads – visual reminder for the home
- Checklists for use with and by parents
- Factsheets
- Feedback forms

All of these can be downloaded from:

<https://www.rosqa.com/home-safety/advice/child-safety/household-cleaning-products/>



The Website



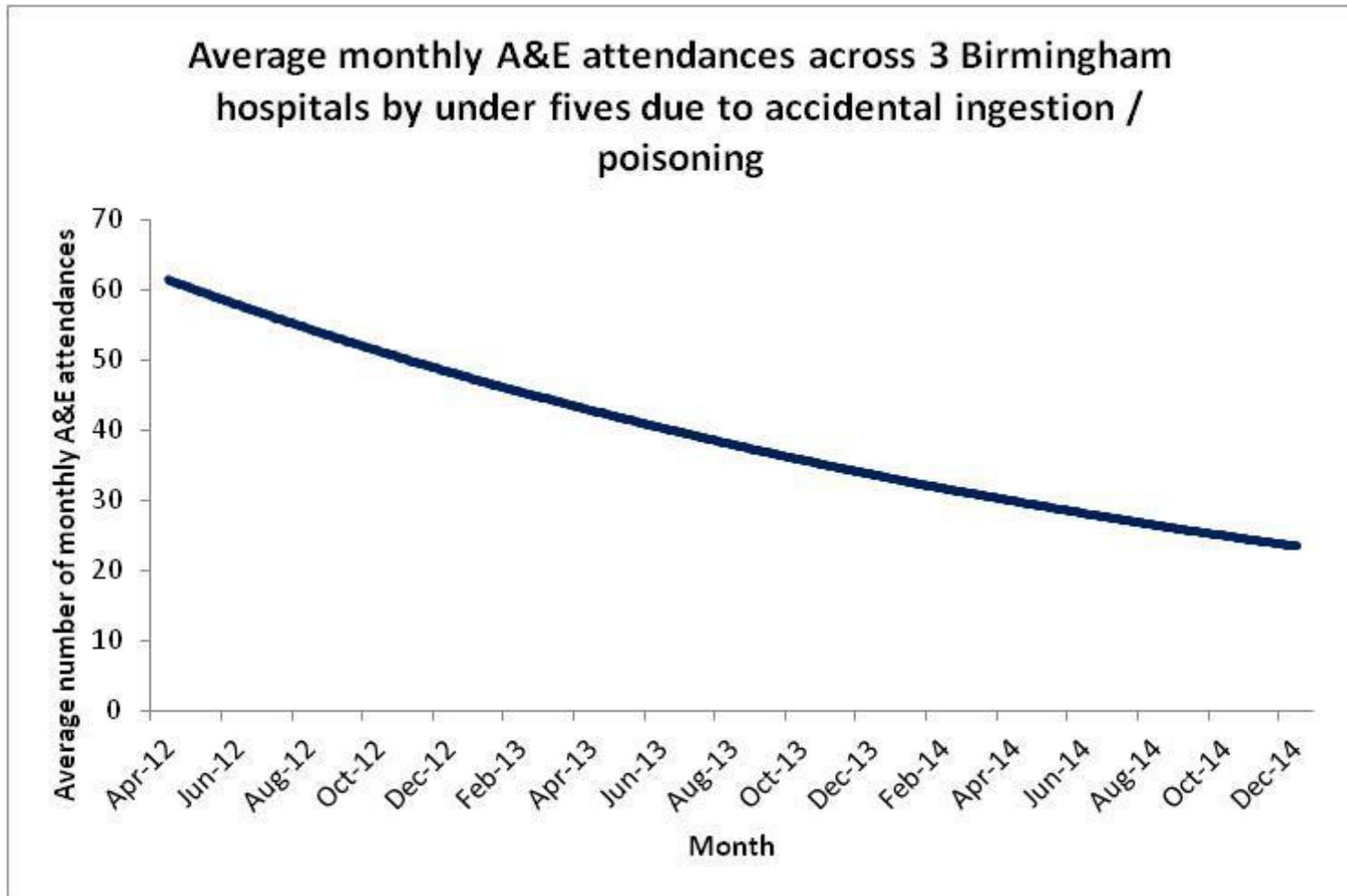
- Videos
- Case studies
- PDFs of all resources
- Evaluation reports

Real life....

- "I left a liquid laundry capsule in the washing machine drum, ready for the next wash, and Zachary picked it up and squeezed it in both of his eyes. I've never heard him scream like it and I hope I never will again." **Gemma, Birmingham**
- "It only took the briefest of moments for Hayden to get into the kitchen cupboard and go straight for a liquid laundry capsule. I'd just had a new kitchen fitted and hadn't got round to putting locks or safety catches on the cupboards...one of the scariest experiences of my life and since that day, all the household cleaning products are high up and out of reach." **Roxanne, Cradley Heath**

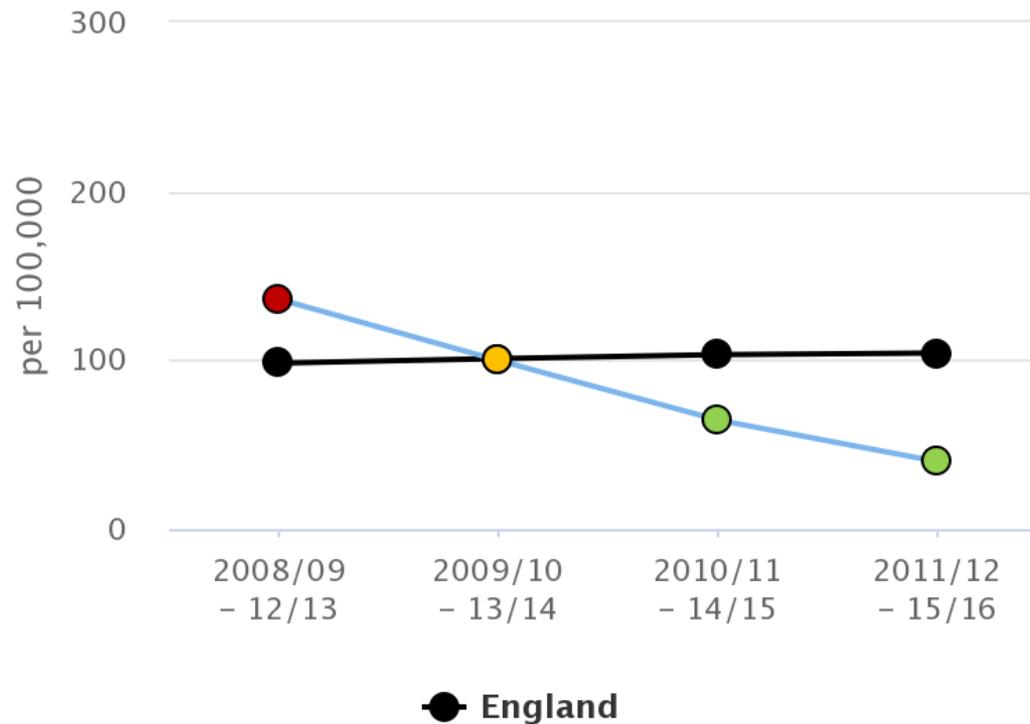


Does it make a difference?



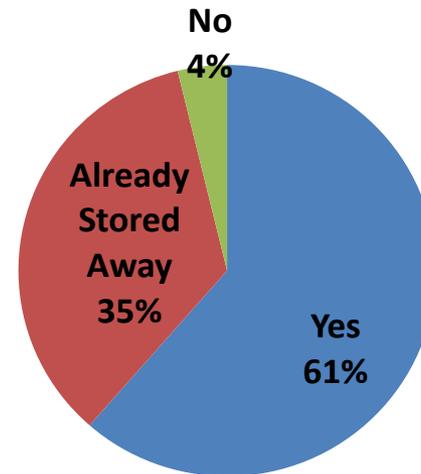
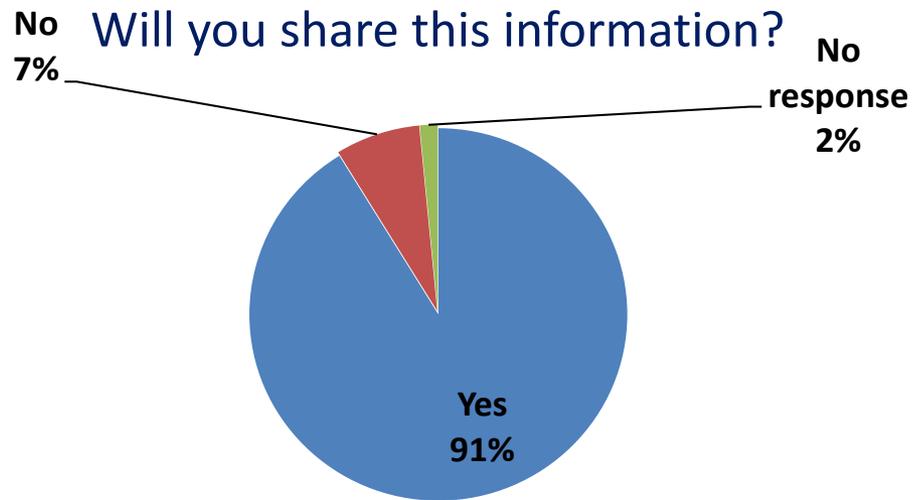
Does it make a difference?

Emergency admissions from poisonings: Liverpool:



Does it make a difference?

Will this information prompt you to take action and store household cleaning products safely away?



What parents say...

- “Never thought about it until now”
- “Makes you think”
- “Great. Keep it up. Awareness is what we need”
- “Will tell my mum and dad too”
- “Consider giving homes of grandparents this information”
- “Scary to think how many drink them
- “My child thinks the capsules are like a candy crush game”
- “Will stick to my fridge to remind me, thanks”
- “Been to hospital already, so locked away now”





Thank you!



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