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Stay One Step Ahead (SOSA): An Effective and Cost-Effective Home Safety Programme



Housekeeping



- This session is being recorded and will be shared publicly after the event.



- Please keep your microphone on mute if you are not speaking.



- Use the chat function in Teams to ask questions during the session.

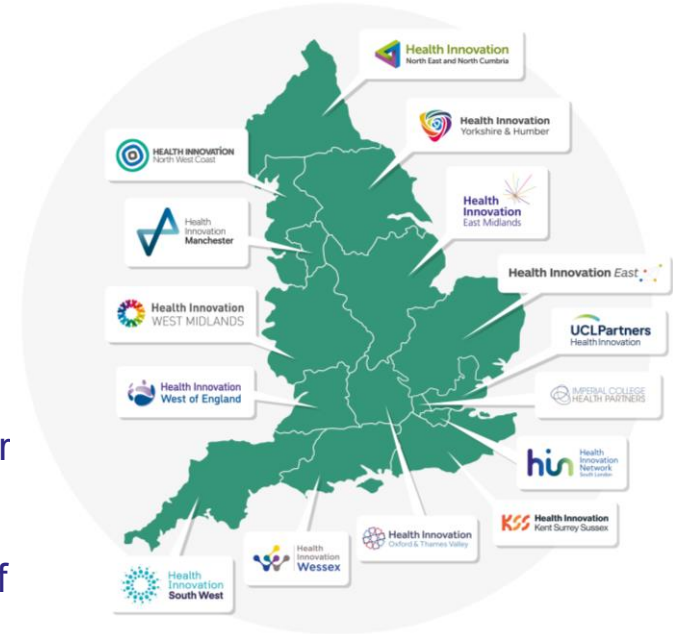


- If you might be interested in commissioning SOSA please fill in this form.



An innovation 'docking station'

- HIEM is one of **15 Health Innovation Networks (HINs)** – commissioned to bring together the NHS, industry, academia and the third sector to help drive health innovation across the NHS, at pace and scale.
- We tackle national problems, with local understanding.
- And local problems, with national expertise.
- Each health innovation network is fully-embedded in their local health and research ecosystem.
- This drives economic prosperity and growth in all parts of the country, and ensures that everyone benefits from innovation.





Denise Kendrick



Katrina Phillips



Elizabeth Orton



Manda Doughty



Luan Vickers



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Aims:

- To raise awareness of the need to prevent injuries
- To show how SOSA can help those interested in preventing injuries in their locality/service
- To provide information on next steps for those interested in commissioning or implementing SOSA
- To identify areas interested in commissioning SOSA

Warning: child injuries will be discussed, but no graphic images will be shown



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What this webinar will include:

- Why focus on child injuries?
- National policies and local context
- What SOSA is and how it was developed
- Family mentor perspective
- Evaluating SOSA
- Parent experience
- Commissioning and implementing SOSA in your area
- How the Child Accident Prevention Trust can support you to deliver SOSA
- Q & A



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Why focus on child injury?

Katrina Phillips
Chief Executive
Child Accident Prevention Trust



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Injuries in the home are common

Each year in England:

- One child in five is taken to hospital after an accident each year, about **370,000** under-fives nationally
- **40,000** under-fives are admitted to hospital in an emergency
- **35** babies, toddler and pre-schoolers die as a result of their injuries



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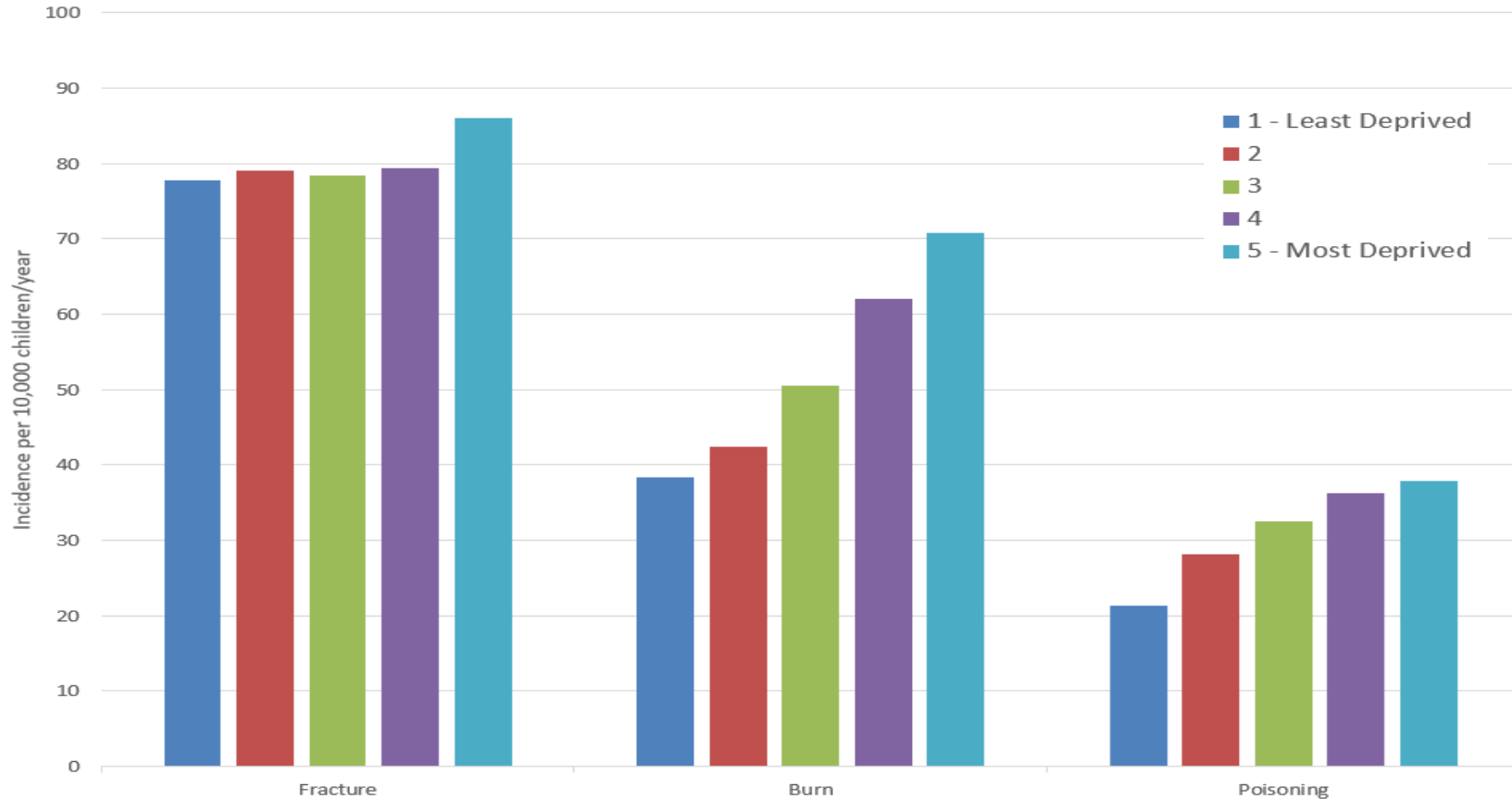
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Distribution of injuries is unequal

Adapted from Orton et al. 2014
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0111631>

Injury incidence 2005-2009 Under 5s in England



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Alba

My toddler died after swallowing a button battery

© 11 February 2022

He said: "These batteries are not just in baby toys - they're in Christmas cards, pens, light-up wellies, all it takes is for a bit of rubber to fall off.

"It's like something that would resemble a sweet to a baby - especially if toys are faulty, it's like if you handed your child a loaded gun.

"Nobody should have to go through something as horrifying as that, it just destroys you completely."

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Bristol mother issues warning after laundry pod causes child burns

© 22 January 2024

'I keep pods high up'

"I see a lot of mums with dishwasher tabs in an open jar, and it all it takes is two minutes for a child to get their hands on them," said Ms Spampinato.

"The pods have pretty colours and they can attract children. I now use a high-up cupboard to keep them locked away and out of reach.



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National policies and local context

Denise Kendrick
Professor of Primary Care Research
University of Nottingham



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National policies

FIT FOR THE FUTURE

10-year Health Plan for England

NICE PH30: Unintentional injuries in the home: interventions for the under 15s

IHV: How to reduce unintentional injuries in under 5-year-olds

IHPE: Position statement: Unintentional home injuries to children (under 5)

ROSPA: Safer Lives, Stronger Nation: Call for National Accident Prevention Strategy

Healthy Child Programme: Maximising safety and evidence-based information

Good Practice Points for Health Visitors



How to reduce unintentional injuries in under 5-year olds



The Royal Society for the Prevention of Accidents

accidents don't have to happen



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HEALTH PROMOTION
AND EDUCATION

IHPE Position Statement: Unintentional Home Injuries to Children (Under 5s)

Healthy Child Programme Schedule of Interventions Guide

Children aged 1-5 to 5 years - Universal

Health and wellbeing development review	Screening	Immunisation	Mental health and emotional wellbeing
Healthy weight, nutrition and physical activity	Maintaining healthy relationships, protecting sexual health	Alcohol, drugs and tobacco	Nurturing parenting
Transition to education settings	Speech, language and communication	Vulnerabilities and identification of additional needs	Keeping safe and accident prevention

NICE National Institute for Health and Care Excellence



Unintentional injuries in the home: interventions for under 15s

FIT FOR THE FUTURE

10 Year Health Plan for England

Local context: enablers and challenges



Vibrant and diverse communities - 43% from ethnic minority groups

Expert workforce

Strong partnerships

Passionate voluntary & community sector

‘Child Friendly Nottingham’ - UNICEF’s Child Friendly Cities programme

Benefitted from ‘A Better Start’: £45m funding Small Steps Big Changes (SSBC) programme

Stay One Step Ahead delivered in SSBC wards

Ranked 11th most deprived out of 317 districts

~ 17,000 children in Nottingham in low-income families

SSBC focused on four very diverse wards

High levels of SEND, infant mortality, population turnover, health inequalities

Key provider improvement issues

The Stay One Step Ahead (SOSA) programme: what is it and how was it developed?

Elizabeth Orton
Professor of Public Health
University of Nottingham



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What is SOSA?

Situation

- Too many injuries in the home
- Evidence shows these can be avoided
- Evidence not implemented consistently

SOSA programme

- **Family mentors**
 - Standardised activities in a manual
 - Monthly safety messages
 - Signposting
- **Health visiting teams**
 - Checklists to assess and goal set
 - Standardised post-accident contact procedure
- **Children's centres**
 - 4 'safety weeks' on falls, poisonings, scalds, and fires
 - Monthly safety messages
 - Signposting

Outcomes

- Improved knowledge
- Increased confidence (self-efficacy)
- Changes in practices
- **Leading to**
 - Reduced injury occurrence
- Reduced attendance at healthcare services

SAFETY IN THE HOME
MONTH 11
Pick a room and think about the potential hazards. Talk about how you could plan to keep your baby safe.

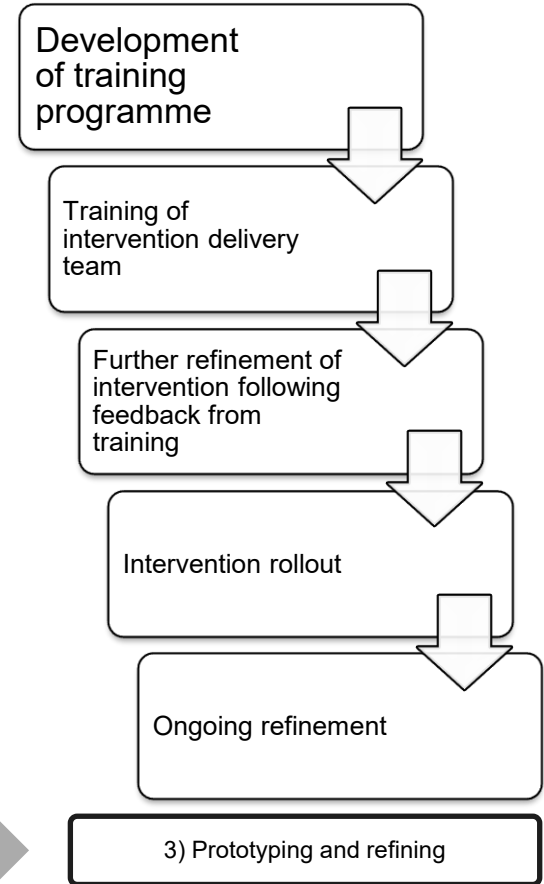
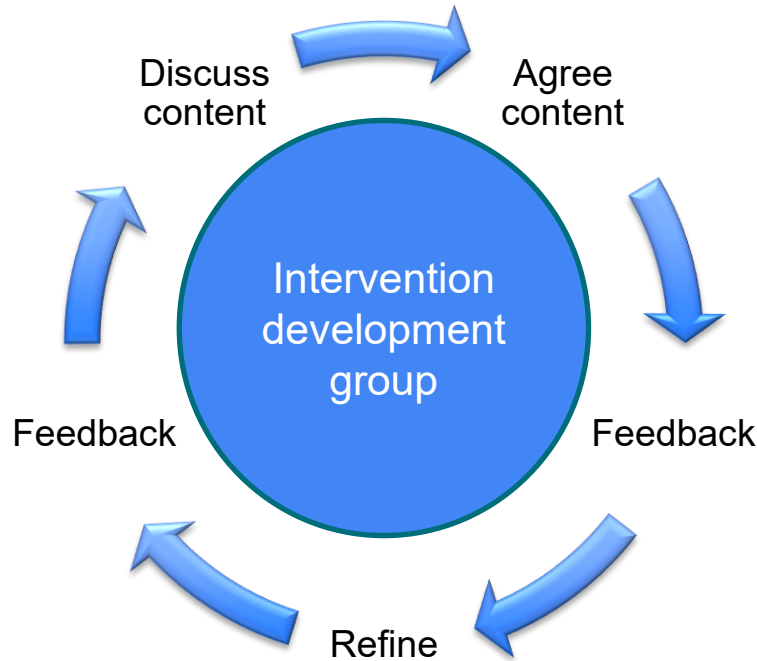
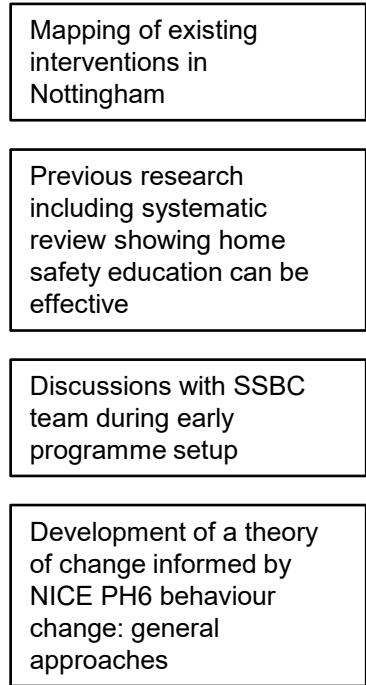
Do-It-Yourself Home Safety Check
for families with toddlers

FALLS FROM RAISED SURFACES AND FURNITURE

A short quiz >>>

- Falling from furniture is one of the main causes of falls for children aged under five. ☐ TRUE ☐ FALSE
- Children are at risk of falling as soon as they are moved. ☐ TRUE ☐ FALSE
- Can you think of any places in your home that your child could fall from? ☐ YES ☐ NO
- Safety equipment may help to prevent your child from having a serious fall. ☐ TRUE ☐ FALSE
- Children should be supervised when climbing or playing on furniture. ☐ TRUE ☐ FALSE

How was SOSA developed?



Ensures a feasible, acceptable and sustainable intervention

Practitioner training

- Jointly provided by CAPT & UoN.
- 2-3 hour training session for each practitioner group.
- Different, but overlapping, content for each practitioner group.
- Mix of training styles – presentations, discussions, quizzes, role play, etc.
- 14 sessions, 162 participants (78 HVTs, 77 FMIs, 7 CC staff).
- Training significantly improved knowledge, attitudes towards injury prevention and confidence.
- Most attendees valued the training and believed their injury prevention practice had improved.



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Delivery of SOSA from a family mentor perspective

Luan Vickers
Health Connections Coordinator
The Toy Library



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Family Mentors

FREE

For families in Aspley, Broxtowe and Bells Lane

Are you expecting a baby, or
do you have a child under 1?

You could get a free
Family Mentor.



Sign up for a free Family Mentor and
Small Steps at Home - contact SSBC:



07881 374680



Most important aspects of the family mentor role

- Relationship with parents.
- Know them well.
- Can talk about things in real time.
- Family life can be complicated!
- Family mentors did help parents make homes safer.



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What parents like about SOSA

- Activities
- Quizzes
- Flexibility

>>> Stay One Step Ahead (SOSA) - Burns from heated hair styling tools

KEEPING CHILDREN SAFE FROM HEATED HAIR STYLING TOOLS



A short quiz >>>

- 1 Hair straighteners do not get hot enough to cause serious burns. ☐ TRUE ☐ FALSE
- 2 Heated hair styling tools are safe once they are turned off. ☐ TRUE ☐ FALSE
- 3 It is safe to hang my hair straighteners over a door handle to cool down. ☐ TRUE ☐ FALSE
- 4 It is common for children to be burnt from heated hair styling tools. ☐ TRUE ☐ FALSE

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>>> Stay One Step Ahead (SOSA) - Month 16 visit

MONTH 16 VISIT



Aims

To help parents think about how to keep their toddler safe now that they are nearly 18 months old.

Resources Needed

- 'Keeping your Toddler Safe at Nearly 18 Months' Activity Sheet
- 'Our Fire Escape Plan' Activity Sheet

What to talk to your family about

- Ask your parents to describe what their toddler can do now and how this has changed since you last looked at home safety together. Ask them to complete Activity Sheet 'Keeping your Toddler Safe at Nearly 18 Months' and 'Our Fire Escape Plan' Activity Sheets.

Information to leave with your family

Completed activity sheets

Supporting information

As toddlers become more mobile, they are more curious - they can move quickly, think logically, and move things to climb on so they can reach what they want. They can also see items that their parents think are out of reach and will quickly get frustrated or cross if they try to stop them doing what they want!

Parents need to start thinking about how they can teach their toddler to be safe and what to do if they want to stop them hurting or injuring themselves.

Prevention is always the first place to start. Parents may want to attend a local parenting programme for support with further strategies to keep their toddler safe.

• Fall prevention

- Use safety gates on stairs - but give toddlers supervised experience of walking sensibly up and down them, counting 1-2-3-4 for example.
- Use harnesses on high chairs to stop toddlers climbing out - again under supervision and never as a restraint.
- Use window locks/restrictors and keep objects or furniture away from windows that a toddler could use to climb on and escape.
- Make sure toddlers can't get trapped between a mattress and a wall. Have a discussion about bed or cot sides and how far a toddler might fall if these are used.
- When climbing outside be aware of sharp objects, litter and hard surfaces.



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Evaluating SOSA

Denise Kendrick
Professor of Primary Care Research
University of Nottingham



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Evaluating SOSA

Aim: To determine whether implementing systematic evidence-based home safety promotion (SOSA intervention):

- Improves key home safety practices (fitted and working smoke alarm, safety gates on stairs, safe storage of poisons).
- Improves other safety practices.
- Reduces medically attended injuries.
- Is acceptable to families and practitioners.
- Is cost-effective .



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Methods

- Controlled before-and-after study with 762 parents of children aged 2-7 months

4 intervention (SSBC) wards – 361 parents

5 control wards – 401 parents

SOSA
Evidence-based home safety activities for 2 years

compared to

Control wards chosen based on:

- Child injury rates
- Material disadvantage
- Least overlap between health visitor caseloads
- Population of under fives

Usual practice for 2 years



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Methods

- Parent questionnaires – safety practices (start, 1, 2 years), injuries (start, 3-monthly for 2 years).
- Interviews - 25 parents, 21 practitioners.
- Cost information:
 - Practitioner time – questionnaires & service info.
 - Healthcare use – injury questionnaires.
 - Safety resources, admin & training – study team.
 - Interpreter costs – services.
- Compared outcomes between intervention and control families.

} Costed using standard NHS costs



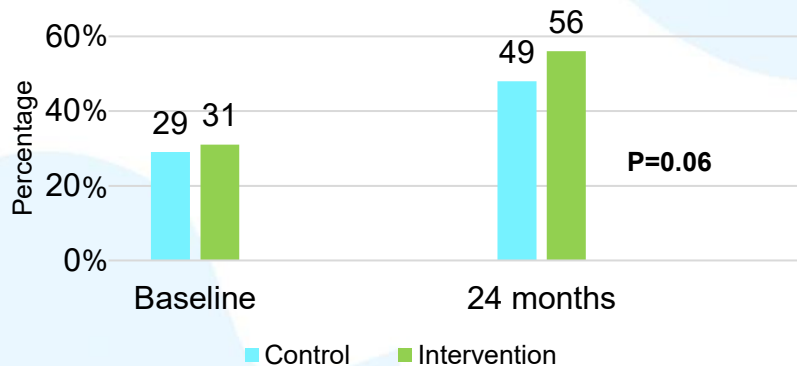
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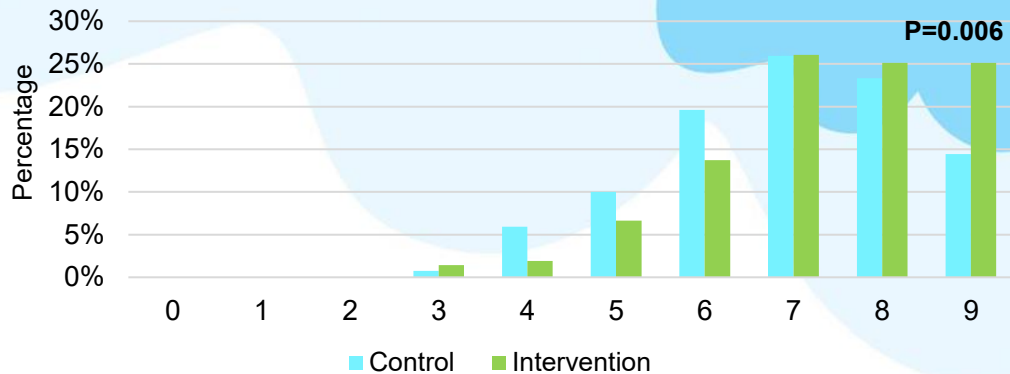


Safety practices

Working smoke alarms, safety gates and poisons out of reach



Number of home safety practices



Increases in 8 out of 9 safety practices - significant for storing poisons out of reach, having a fireguard (or no fire) and having a fire escape plan.

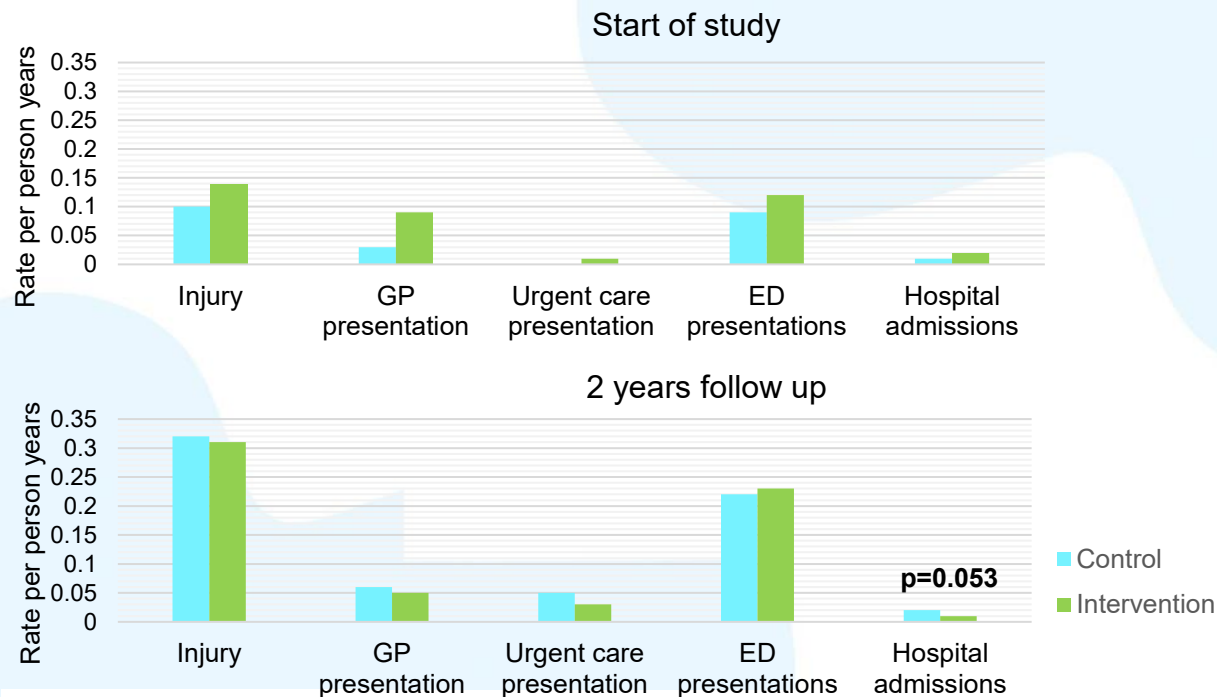


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Medically attended injuries



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Acceptability

Parent Quotes

She [family mentor] comes once a month and goes through a list of possible things that could happen, she comes at home, she is able to speak about what she can see...really helped me to be more aware of things

With my first child ... I used to go to playgroups [at Children's Centre] and got information through those, and we did get a lot

I wouldn't mind a more in-depth conversation with the health visitor about it ... but you don't really see the same health visitor...

Practitioner Quotes

Because we are with families, we are there from the beginning ...we have got that relationship with them for that long so I think we are the best people to deliver it *Family mentor*

It has made me think differently on what topics I need to talk about...before you could go in...you would be going through the motions of doing it but now... *Health visitor*

...we had a safety week session about stairs, about making sure stairs are clear and you could just tell what some of the parents faces that they were like "oooh my stairs have got shoes all up and down it *Children's centre staff member*



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Cost effectiveness

- SOSA cost £30 per child:
 - 48% family mentors, 23% children's centres, 15% health visiting teams, 7% training, 4% administration & resources, 2% interpreters.
 - Replaced HVT time for child health reviews.
- SOSA saved £42 per child in short term health care costs.
- Return on investment - £1.39 saved for every £1 spent.

SOSA is an effective and cost-effective home safety programme



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SOSA: the parent experience

Manda Doughty
Parent



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Commissioning and implementing the SOSA programme in your area: The implementation toolkit

Elizabeth Orton
Professor of Public Health
University of Nottingham

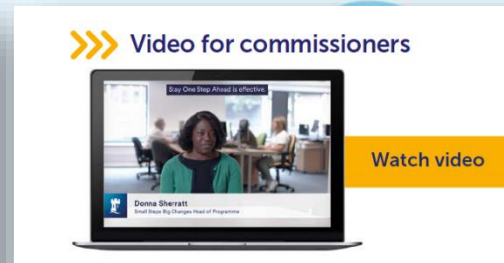


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Section 1 – Building the case

- ✓ The evaluation results
- ✓ Summary infographic
- ✓ Videos
- ✓ Service specification
- ✓ Economic briefing



Stay One Step Ahead (SOSA) - Implementation Toolkit

Key findings

- SOSA saves money, returning **£1.39** for every **£1** spent
- There is a 62% chance that SOSA will save the NHS money
- Overall, there is a 75% chance of SOSA being cost-effective at reducing injuries



Click here to download the economic briefing paper



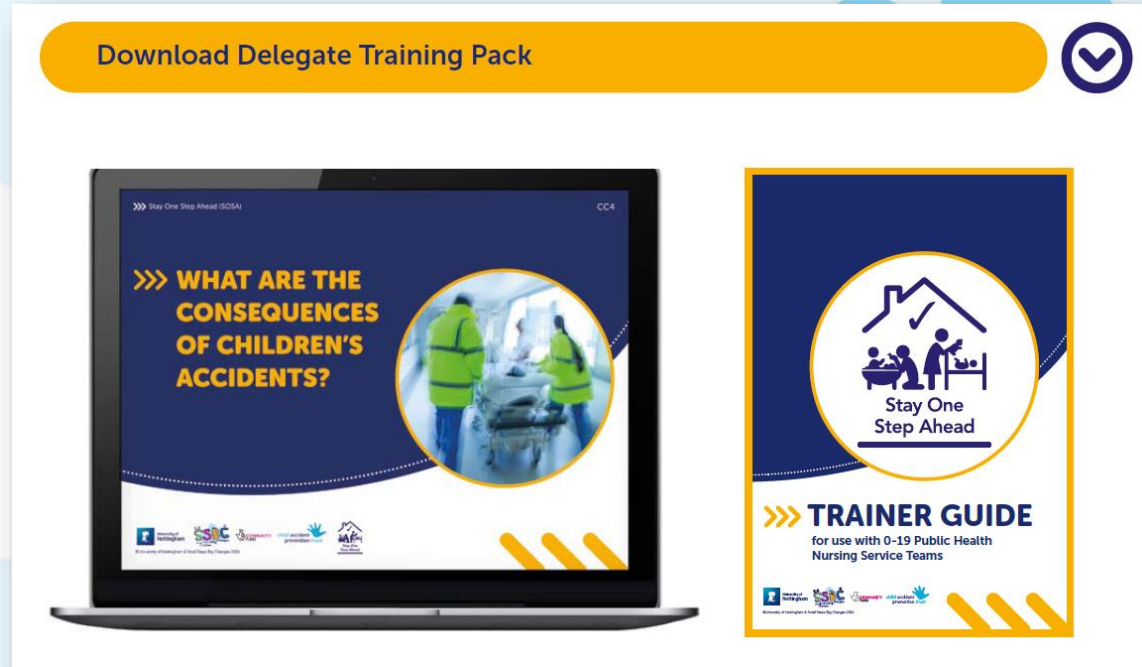
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Section 2 – Training resources

- ✓ Children's Centres
- ✓ Family Mentors
- ✓ Health Visiting Teams
- ✓ Delegate training packs



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- ✓ **How to administer the programme**
- ✓ **Home Safety Checklists**
- ✓ **Safety Week resources**
- ✓ **Family Mentor resources**



Section 4 – Monitoring, evaluation and quality assurance

- ✓ Advice on monitoring
- ✓ Quality Assurance checklist example

>>> Stay One Step Ahead



Family mentor QA visit record form

Item	Comments
Identifier	
Date and time of visit	
Visit number	
Home safety activity observed	
How long was spent discussing child home safety	
Did the family mentor complete a home safety activity?	
How did the parents engage with the activity?	
Did the FM help parents to make a safety plan?	
Give an example of the plan	
Did the parents record this plan anywhere?	
Where was this recorded?	
Were any additional information or resources used (other than activity sheets in the manual)?	



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University of Nottingham & Small Steps Big Changes 2020



How can CAPT support you?

Katrina Phillips
Chief Executive
Child Accident Prevention Trust



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Download the resources
from CAPT's website

www.capt.org.uk/stay-one-step-ahead/



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Support to implement SOSA locally

For those looking to commission SOSA:

Train the trainer

Mentoring and support as you roll out the programme

Tick the box when you register to download the resources



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Summary

SOSA:

- Is a **multi-agency evidence-based** systematic home safety programme
- Addresses **health inequalities**
- Was **co-designed** with parents and practitioners and is highly **acceptable**
- Is **effective** in making homes safer when implemented as a whole programme
- Is **cost-saving**, predominantly through reducing hospital admissions



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Questions and answers session



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Thank you for taking part

If you might be interested in commissioning SOSA please complete this form:

[Stay One Step Ahead: Reducing Child Accidents in the Home – Fill in form](#)

Contact for any enquiries:
denise.kendrick@nottingham.ac.uk

Stay One Step Ahead: Reducing
Child Accidents in the Home



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