



Title: Child Safety Good Practice Guide: Good Investments in Unintentional Child Injury Prevention and Safety Promotion

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<http://www.childsafetyeurope.org/publications/goodpracticeguide/info/good-practice-guide.pdf> (accessed August 2011)

SCS topic headings: Personal Safety; Home Safety; Travel Safety; Safety in Public Spaces; Environment Safety; Safety of Vulnerable Groups; Partnership Working

This document is a REVIEW of effective intervention approaches.

Summary of the intervention's aim

This guide examines strategic options for unintentional child injury, strategies that are known to work or have the greatest probability of success. It serves as a tool to raise awareness and communicate those strategies / interventions that have an evidence-base. Examples are highlighted in tables which provide referenced evidence statements and strategy transfer and implementation points.

Outcomes

The guide provides practical advice on how to use good practice in strategic and action planning for unintentional injury prevention and safety promotion and stresses the importance of taking the time to address transferability issues prior to final selection of strategies.

First the document presents a context of what is known and understood about good practice approaches to preventing unintentional injuries in children. This is followed by a series of 'good' practice examples that for each area detail:

- 1) a series of evidence statements describing current good practice
- 2) an indication of whether a case study for that particular strategy has been identified and included
- 3) suggestions for transferring and implementing the strategy.

Topic areas include:

- child passenger safety
- child pedestrian safety

- child cyclist safety
- child water safety
- fall prevention in children
- burn & scald prevention in children
- poisoning prevention in children
- choking / strangulation prevention in children
- general child home safety
- general community-based child injury prevention
- country leadership, infrastructure and capacity to support child injury prevention.

Following the topic areas and examples of recommended good practice are specific case study illustrations from across Europe. These include:

- Safe Road to School in Faro, Portugal
- Car Safety Seat Loan Program, Austria
- Kerbcraft, Scotland
- Road Safety Strategy, France
- Bicycle Helmet Initiative Trust, United Kingdom
- Bicycle Helmet Campaign, Denmark
- Pool Safety, France
- Drowning Prevention, Iceland
- Drowning Prevention Campaign, Greece
- Child Safety Box, Austria
- Child Resistant Packaging for Chemicals, Netherlands
- Paediatrician Injury Prevention Counselling Child Safety Tips, Austria
- Riskwatch, Scotland
- Lifeskills – Learning for Living, United Kingdom
- All Wales Injury Surveillance System (AWISS), Wales

Summary of evaluation conclusions

In the current environment of scarce resources and competing issues the injury prevention community needs to ensure that existing efforts and resources are focussed on effective evidence-based good practice. It also needs to ensure that it systematically studies and understands why strategies work in one setting/context and not in others and it needs to learn to effectively transfer the good practice to other settings/context.

Failure to plan effectively is one reason why there is not more good practice in place. Knowledge of existing evidence-based good practice is essential to effective planning and is useful at more than one point in the planning process

If the injury prevention community does not make adopting evidence-based good practice a priority, policy makers will continue to invest resources in strategies that do not lead to reducing the burden of injury in children.

There are several reasons why as a field the injury prevention community fails to select and implement good practice.

- Resistance to change
- Competing priorities
- Failure to plan solutions effectively
- Lack of capacity or expertise
- Lack of time or resources.

To ensure successful planning and implementation of evidence-based good practice strategies include:

- Accurate and reliable information must provide the basis for planning, monitoring and evaluation of policies and programmes. Taking the time to obtain this information will increase the likelihood of success, support improvements along the way and facilitate sharing of transfer and implementation issues with others who may be interested in a similar approach.
- Development of policy or programmes without implementation and evaluation is meaningless. The capacity and resources to deliver, monitor and evaluate must be considered when policy or programmes are developed.
- Children, as the target audience, should be involved in designing policies and programmes.
- Policy and programme objectives must be clear, unambiguous and measurable.
- Educational approaches alone are likely to be of limited effectiveness. They need to form part of a broader set of initiatives that use the full set of policy instruments available to decision-makers such as
- environmental modification, standards, legislation, etc.

Successful interventions:

- are created as part of comprehensive planning and are based on evidence effective good practice;
- address both the broad determinants of injury (e.g. socio-economic status) and particular risk factors for child injury (e.g., exposure to a hazard);
- involve multi-sectoral, multifaceted and multi-level action by government and other stakeholders, using a variety of policy instruments;
- target the populations in greatest need and are adapted to local needs, resources and circumstances.

How the evaluation gathered information for findings and conclusions

Appendix 1 details the report's case study methodology. Potential good practice strategies for inclusion in the 'at-a glance' tables were identified through a review of existing systematic reviews, journal articles and policy documents and in consultation with child injury prevention and safety promotion experts. Strategies

were then examined against the definition of good practice and resulting criteria developed for the purposes of this project.

Case studies were sought and selected based on the following criteria:

- Example programme addresses issues of priority within Europe (based on injury burden).
- Example programme met the author's definition of good practice.
- Example programme corresponds with one of the good practices identified.
- Example programme has been implemented and evaluated (both process and outcome evaluations completed) in a European setting and found to be effective.

Where possible, it was also attempted to select case study examples that reflected a range of resource intensities (e.g., a range of costs to implement) and implementation levels (e.g., national, regional or local).

Case studies were also selected to try and reflect the efforts from as many areas of Europe as possible. Case study examples were sought in a snowball approach through various sources including members of the European Child Safety Alliance and other child injury prevention and safety promotion experts.

In addition, internet searches and selective reviews of the recent literature were used to identify additional potential case studies. Once this was established, available documentation examined and a standardized interview was conducted.

Following each interview, case studies were written up in a consistent format, which included the addition of the evidence statement supporting the strategy. Case studies were then returned to the contact for confirmation and clarification before being added to the guide.

Further details about the SCS evaluation of this report are available on request. Please contact info@scsn.org.uk

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