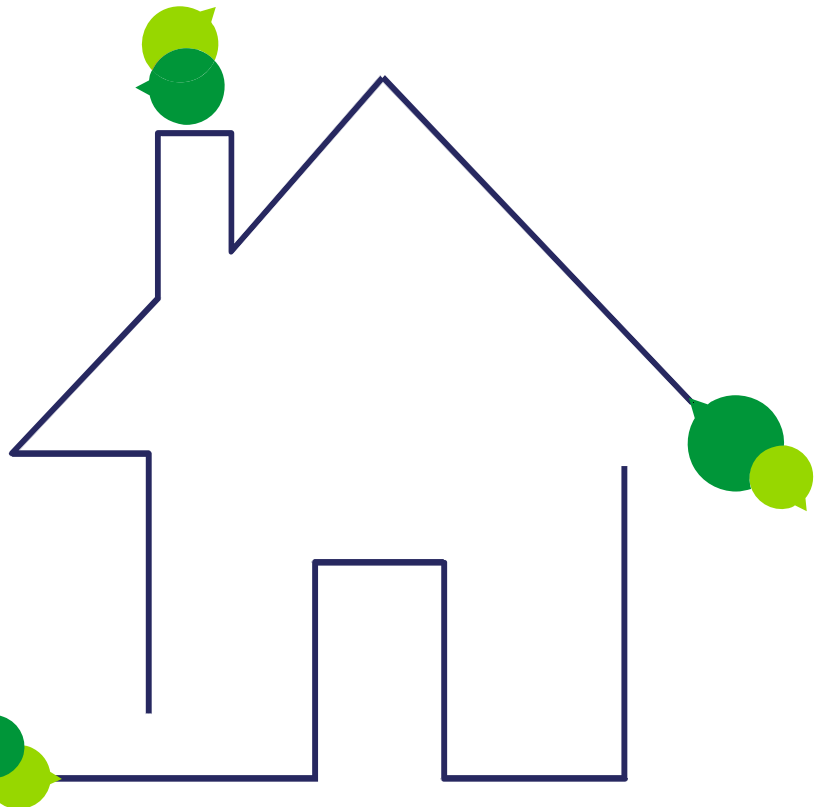




accidents don't have to happen

# Annual Activities Report: Community Safety 2018/19

May 2019



## About RoSPA

The Royal Society for the Prevention of Accidents (RoSPA) has been at the heart of accident prevention in the UK for over 100 years. Through awareness-raising campaigns, research, expert consultancy, education and training, RoSPA is committed to standing up for safety at home, on the road, in or near water, in the workplace, at leisure and through safety education. Every accident statistic represents a real person, a life lost or affected, often severely – and a family left enduring the consequences. Our work, therefore, is focused on preventing unnecessary injuries.

RoSPA Scotland has considerable experience both strategically and operationally. Examples of the latter include grant-funded projects such as the 2014 Scotland's Home Safety Equipment Scheme as well as partnership campaigns such as 'Not for Play, Keep them Away' and 'Straight Off, Straight Away' in association with NHS Greater Glasgow and Clyde.

Strategically, RoSPA provides a key input on safety matters to numerous groups including the provision of the Secretariat to the Scottish Parliament's Cross Party Group on Accident Prevention and Safety Awareness as well as the creation and provision of the Secretariat to Water Safety Scotland.

RoSPA's experience in running government grant-funded, as well as locally-funded, safety programmes is second to none.

## Scotland's Community Safety Team

RoSPA's Community Safety Team for Scotland is located at Heriot Watt Research Park in Edinburgh and is managed by RoSPA's Public Health Adviser. Current grant funding from the Scottish Government's Safer Communities and Cashback Unit allows work programmes to be carried out in respect of home and water safety under the "community safety" umbrella.

Those employed in 2018/19 to deliver on home and water safety grant-funded programmes in Scotland included:

- a community safety manager (Elizabeth Lumsden)
- a community safety development manager (Carlene McAvoy)
- a part-time community safety information and support officer (Carolyn Reid)

## Our Vision

RoSPA's overall vision is **Life, free from serious accidental injury** and our mission is **Exchanging life-enhancing skills and knowledge to reduce serious accidental injuries.**

Our organisational mission and vision directly relate to our vision for a safer Scotland in which lives are saved and injuries prevented.



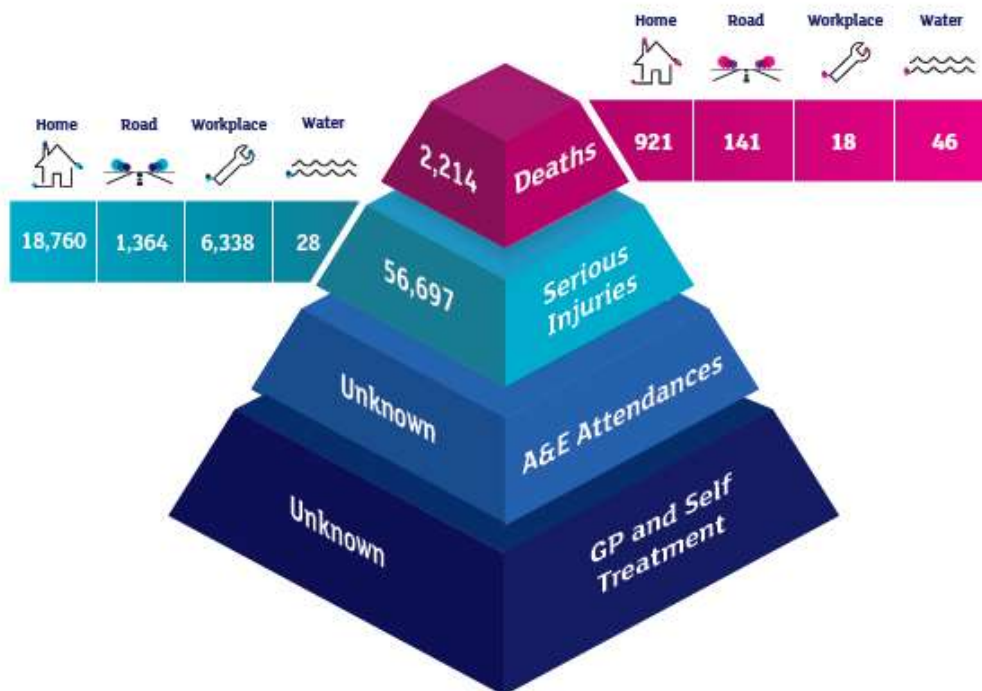
## Key Challenges

### General accident and injury prevention

Accidents and injuries are a major – and usually avoidable – challenge in Scotland. The overall impact is most significant for the very young, the very old and those living in our most deprived communities as well as being a significant burden on our public services. There is a strong evidence base which demonstrates the impact of accidental injuries on the people of Scotland:

# Injury Pyramid

## 2016/17 Scotland



## RoSPA's Work



We have identified a number of high-level community safety outcomes (the changes we want to bring about). We are working towards a Scotland in which:

- People live in safer home environments
- People are safer in and around water.

We do this by working with a range of partners who have a role to play in injury prevention by:

- Providing safety information, support and training for practitioners
- Public promotion and awareness raising
- Strategic influencing and awareness raising at a local, national and European level
- Gathering and disseminating evidence and research
- Facilitating specialist projects where additional funding allows.

This report outlines a snapshot of RoSPA's activities in home and water safety in each of the above areas during 2017/18.

## 1. Providing safety information, support and training for practitioners.

### Safety Information

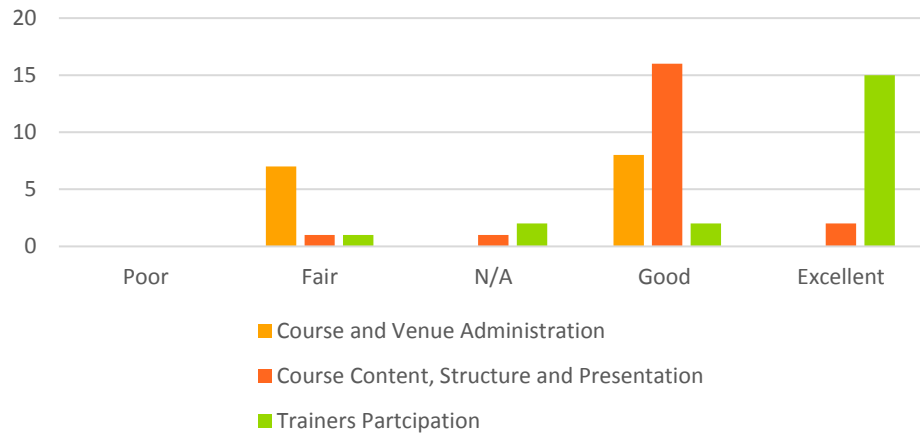
- Homeward is our Scottish newsletter, which highlights all our Community Safety news and information. During the year, we released six editions of Homeward. These can all be accessed here: <https://www.rosipa.com/home-safety/uk/scotland/newsletter/>
- RoSPA staff provide a direct telephone advice service across Scotland

### Training

- The NHS Health Scotland eLearning module which was written in conjunction with advice and input from representatives from RoSPA and NHS Greater Glasgow and Clyde went live in April. It is called Preventing Unintentional Injuries in Early Years and can be accessed at <https://elearning.healthscotland.com>
- Training was delivered on the safety of older people to 12 delegates on 30<sup>th</sup> January 2019. Delegates came from the Royal Voluntary Service Scotland. All 12 delegates took part in the City and Guilds exam. Overall the majority of participants felt that the course content, structure and presentation was "good" and the trainer's participation was "excellent".



### Course Feedback



- Training entitled “Falls Prevention – From the Workplace to the Home” was also facilitated and looked at training RoSPA’s occupational award winners and industry contacts in order to use them as a conduit for home safety advice and information.



## 2 Public Promotion and awareness raising

### Press Releases

We released five press releases during the 2017/18 period:

- National Family Safety Week and the Keeping Kids Safe packs being launched in Dundee- <https://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1574>
- East Ayrshire poisoning campaign - <https://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1586>
- Local Authority Research - <https://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1606>
- Scottish Borders poisoning campaign - <https://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1601>
- Dangers of e-cigarettes - <https://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1619>
- RoSPA also prepared the following press releases for Water Safety Scotland:
- Water Safety Scotland Kit Bags – <http://watersafetyscotland.org.uk/media/1258/pupils-learn-about-drowning-prevention.pdf>
- Water Safety Scotland roundtable discussion – <http://watersafetyscotland.org.uk/media/1259/minister-roundtable.pdf>
- WAID release - <http://watersafetyscotland.org.uk/media/1257/drowning-deaths-fall.pdf>

### Articles

- Article on 'Angling' for Trout Fisherman Magazine. This was a result of RoSPA's report into accidental drowning of men aged 60 – 69. Within this report, angling was found to be the leading cause of recreational drownings.

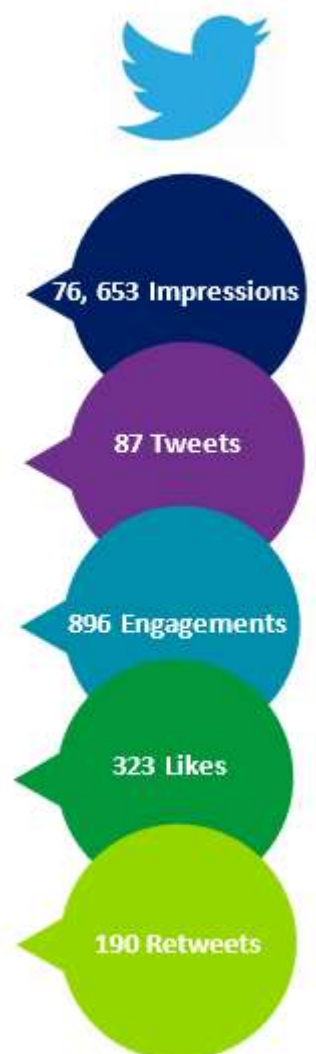
### Social Media

- A new Twitter Scotland handle was created in November 2018: @RoSPAScotland. Progress is being made and the diagram to the right shows the Twitter statistics over the period.

### Resources

- NHS Health Scotland purchased a further 50,000 copies of the RoSPA Height Chart. This latest version has been revised jointly with RoSPA, Health Scotland and NHS Greater Glasgow and Clyde and includes up-to-date first aid advice. This initiative goes a long way to ensuring RoSPA's goal to reach every family across Scotland.

Nov 2018 – Mar 2019



- RoSPA commented on Health Scotland's revised resource for new parents *Ready Steady Baby*.

## Events

- Presented to AirBnB members on 28 November on child safety with topics including: safe hot water temperatures, balcony safety, risk of electrocution from sockets, lighting on stairs and parents' responsibilities when going on holiday
- Attended the Scottish Child Minding Association Conference held on September 29 at the Grand Central Hotel in Glasgow. Over 200 childminders were in attendance and Elizabeth engaged with most of them via distribution of RoSPA resources.
- Exhibited at the 25th Anniversary of Children in Scotland on 10/10/2018. The event focused on their 25 calls to action which aimed to improve the wellbeing and lives of children in Scotland. The Community Safety Team took along numerous resources
- Attended Frailty and Falls event which looked at a Falls and Fragility Fracture Strategy for Scotland
- Joint paper with Occupational Safety entitled "Making the Connection" presented at the APOSHO 33 conference in Hong Kong on 4th and 5th December
- Attended and contributed to the SCSN and The Alliance 27th November screening of the film 'Resilience: The Biology of Stress and the Science of Hope' at the Citadel Youth Centre, Edinburgh.



### 3 Strategic influencing and awareness raising at a local, national and European level

- Attended National Home Safety Committees in London
- Attended RoSPA's Home Safety Congress at the National Space Centre, Leicester
- Gave feedback to the launch of the RCPCH's report on The State of Child Health – Two Years On
- Attended Home Safety Scotland meetings
- Contributed and/or attended meetings with local water safety groups including Dumfries and Galloway, Perth and Kinross Water Safety Partnership and Glasgow City Council Water Safety Group
- Joined and contributed to the Lanarkshire Falls Strategy development, implementation and monitoring group
- Attended the Water Safety Roundtable in June and agreed to provide an overview of Fire Service pilot project, liaised with Police Scotland and SFRS to progress data sharing and provide information on the Safety at Inland Water Sites document
- Submitted an abstract on water safety in Scotland to Safety 2019 – the forthcoming European Conference on Injury Prevention and Safety Awareness

#### NHS GGC Child and Unintentional Injury Strategy Group

Staff have historically supported this Group for many years and have been fully engaged with, and supportive of, its many campaign. This last year has seen the liquid laundry capsules/poisoning campaign 'Not for Play, Keep them Away' continue to reach the families of all newborns across the Board area. Hair Straightener pouches continue to be given out to families most in need to help avoid young children suffering contact burns.

#### Cross Party Group on Accident Prevention and Safety Awareness

RoSPA staff continue to provide the Secretariat to this group which sees average attendance numbers of around 45. During the year, we continued to liaise with all members and the Convenor, Clare Adamson, MSP's team to prepare the programmes, liaise with speakers, invite members, prepare and distribute the Minutes, prepare the Secretary's Report and pull together the Headlines newsletter in relation to the following CPGs:

- May 1<sup>st</sup> 2018 – Occupational Safety
- 5<sup>th</sup> June 2018 – AGM and Child Safety Week
- 14<sup>th</sup> November 2018– Road Safety
- 23<sup>rd</sup> January 2019 – Review of Priorities and Themes
- 20<sup>th</sup> March 2019 – Occupational Safety

All presentations can be found online [here](#).

#### Cross Party Groups

RoSPA is an active member of and attends the following CPGs:

- Recreational Boating and Marine Tourism





- Older People, Age and Ageing
- Children and Young People

### **Building Safer Communities**

- Attended four Building Safer Communities Executive Group meetings
- Engaged in Unintentional Harm Online Hub Engagement Event
- Prepared five exemplars for the Online Hub
- Attended and gathered initial feedback for scoping exercise at the Building Safer Communities Learning Event on 19<sup>th</sup> April
- Attended the Building Safer Communities Partner Development Day on 11<sup>th</sup> June

### **SCSN**

- We participated in the sessions for the Unintentional Injury framework “Measuring what matters: Unintentional harm measurement learning set”. The sessions looked at reach and activities, developing outcomes and the creation of a logic model and framework.
- We also attended the SCSN Partnership Analyst Forum and provided an overview of RoSPA and the need for Unintentional Injury data.

### **Lifebelt campaign**

Attended a meeting at The Hub, Glasgow Green, convened by George Cairns of Glasgow City Council to discuss potential development of a Lifebelts campaign to raise awareness of the importance of having lifebelts available in good condition along the River Clyde (initially) so that lives could be saved. RoSPA provided guidance and insight for this project and the video for this campaign is now in the final stages of editing. The launch date is still to be confirmed.

### **Water Safety Scotland (WSS)**

Three Water Safety Scotland meetings took place in 2017/18.

- RoSPA helped organize and evaluate the Kit Bag Project on behalf of Water Safety Scotland. Evaluation report can be found [here](#)
- Letter sent to Local Authority Chief Executives inviting them to join Water Safety Scotland, highlighting WAID data and Scotland’s Drowning Prevention Strategy

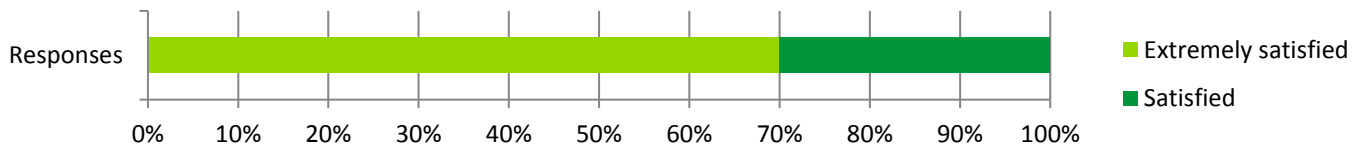
### **Water Safety Scotland (Secretariat)**

- Steering Group Reports were created by RoSPA for all full WSS meetings
- All minutes, actions and position tables were collated and published by RoSPA. These can be found online [here](#)
- An annual Situational Analysis was undertaken by RoSPA for Water Safety Scotland and can be accessed online [here](#)



- An [online satisfaction](#) report was undertaken which surveyed members of Water Safety Scotland. 70 per cent of respondents were “extremely satisfied” with RoSPA’s secretariat service.

### How satisfied are you with RoSPA’s secretariat service to Water Safety Scotland?



#### RoSPA for Water Safety Scotland (Steering Group)

- WSS website and twitter was updated regularly
- WSS Social Media plan created
- Attended six Steering Group meetings and ensured minutes and position tables were recorded and accurate
- Worked with Steering Group to update the MOU between Water Safety Scotland and the National Water Safety Forum (successfully signed)
- Carried out survey for Water Safety Scotland. The research looked at how many local authorities were providing primary and secondary swimming lessons. Available [here](#).

#### Chair of Water Safety Scotland’s Data Subgroup

- Chaired three data subgroup minutes
- Researched and presented information on England Case studies – Durham City Council and Camber Sands as well as for information on Regulation 28 – An English law that allows Coroners to provide recommendations to prevent future deaths
- Profiled high risk locations
- Worked with the National Records of Scotland to create a project brief to allow the sharing of data between WAID and NRS. The hope is that the data can be compared to see where improvements can be made. An MOU was signed and the project is now underway.

#### Project Unicorn

We have created a partnership with RNLI, HMCG and Trading Standards to look at inflatables. The project which is planned for Spring 2019 will look at raising awareness of the potential dangers of using inflatables in open water.

#### Consultations

Responses given to consultation during this period include:



- Proposed Social Housing (Automatic Fire Suppression Systems) (Scotland) Bill
- National Performance Framework – Draft National Outcomes for Scotland
- SCSN stakeholder consultation
- Progressing Children's Rights in Scotland – an action plan 2018 – 21 (Scottish Government)



## 4 Gathering and disseminating evidence and research

### Building Safer Communities Scoping Exercise

RoSPA Scotland completed a scoping exercise on behalf of The Building Safer Communities Phase 2 Executive Group. The aim of this exercise was to provide an overview of current strategic policy and to assess whether a national strategy for unintentional injury and harm is needed for Scotland.

The work concentrated on the identification of current policies and strategies linked to unintentional injury and harm, as well as to the contributory factors. The exercise considers gaps across the Scottish policy landscape by analysing these policies and key stakeholders' viewpoints on the need for a national strategy.

Stage One focused on the planning and promotion of the exercise as well as specific background research (including the collection of key strategic and research documents relating to unintentional injury and harm). There was also focus on the definition of unintentional injury and harm.

Stage Two focussed on gathering viewpoints and feedback on unintentional injury and harm. This had a three-pronged approach:

- Firstly, the Cross party Group on Accident Prevention and Safety Awareness was surveyed on June 5<sup>th</sup> 2018. Qualitative feedback from four focus groups within the Cross Party Group was gathered along with 22 responses on one quantitative question (two were excluded)
- Secondly, face-to-face and telephone interviews were undertaken with 24 participants during August and September 2018
- Thirdly, an online survey learning from the previous gathered data was opened to practitioners and the public in November 2018. There were 328 responses.

Stage Three focussed on pulling together the results of stages One and Two into this final report for the Building Safer Communities Executive Group's consideration.

### Injury Pyramid

An Injury Pyramid was released for Scotland for the data released in 2016/17. The pyramid shows fatality data for road, home, workplace and water as well as serious injury data.

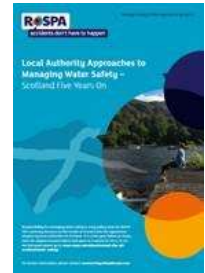


The pyramid along with the data notes can be viewed and downloaded here: <https://www.rospa.com/about/around-the-uk/scotland/injury-pyramid/>



## Local Authority Water Safety policy

RoSPA released research entitled “Local Authority Approaches to Managing Water Safety – Five Years on”. The research is a five-year follow-on from the original [Local Authority Approaches to Managing Water Safety](#) that was released in 2013.



As in 2013, a mixed picture was found. Several local authorities are addressing water safety but there is still very little consistency or uniformity. The main findings of the study are:

- Scotland’s local authorities rank water safety as an important or a neutral issue in respect to other demands
- Leadership of water safety is very mixed. Just under half of the respondents note that there is a person or department responsible for water safety
- Approximately 40 per cent of authorities have a water safety policy
- Water safety is afforded some awareness within the local community. However, many of the local authorities had not run a campaign and only half provide information to key groups
- Local authorities cite a lack of resources as their main barrier to water safety
- Just over half of Scotland’s local authorities are aware of Scotland’s Drowning Prevention Strategy

The [full report](#) can be accessed online as well as a [summary document](#).

## Action to Prevent Falls leaflet

The [Action to Prevent Falls](#) leaflet was updated and released to incorporate Scotland-specific information. This paper was distributed to the members of the CPG on Older People, Age and Aging as well as the members of the BSC Executive Group.

## ISD data

RoSPA Scotland met with colleagues from ISD to discuss improving the data around unintentional injuries. RoSPA agreed that they would want to be involved in any future meetings on improving data. A number of work items have also been agreed to be taken forward by ISD to help with specific RoSPA projects and aims e.g. poisoning, drowning and scald data.

## ScotPHN

Initial talks have taken place with the team at the Public Health Network, ScotPHN, to establish a joint way forward regarding the role of injury prevention in public health.

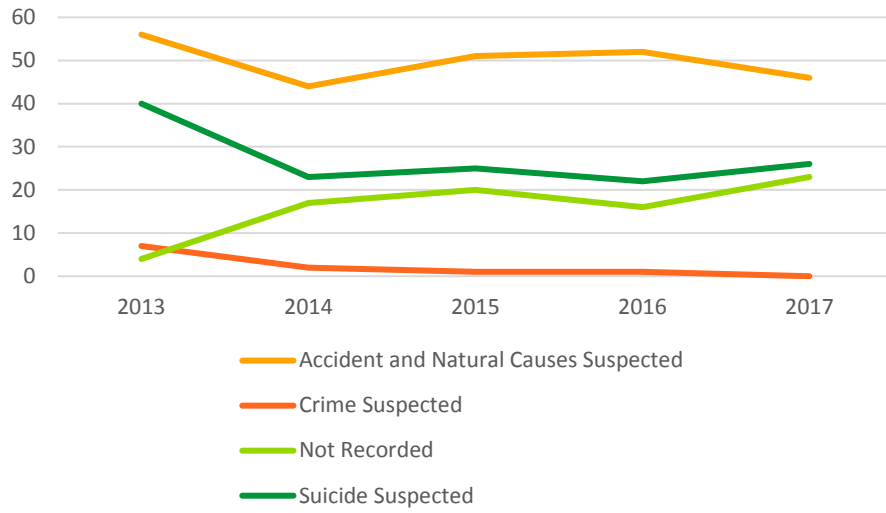
## WAID data

RoSPA created and released an annual trend report for Water Safety Scotland which summarised the key WAID data. It can be accessed [here](#).

The 2017 figures show There were 46 accidental fatalities and a further 26 suicides.

WAID Direct link: [http://www.nationalwatersafety.org.uk/waid/info/waid\\_fatalincidentreport\\_2017.xls](http://www.nationalwatersafety.org.uk/waid/info/waid_fatalincidentreport_2017.xls)





Aberdeenshire council and South Ayrshire council have been successfully signed up to WAID. There are also a number of ongoing councils and partners currently going through the MOU process which we are monitoring.



## 5 Facilitating specialist projects where additional funding allows

### Burns and Scalds Seminar

We hosted a Burns and Scalds seminar in April. 52 delegates attended – of which 97% of delegates agreed that the seminar fulfilled their reason for attending.

Presenters included: Stuart Watson (NHS GGC), Sharon Ramsay (NHS GGC), Lesley Nish (NHS GGC), Dr Rebecca Crawford (NHS GGC), James Thom (ISD), Amy McCabe (Family Rep), Peter Lindle (SAS), Linda Fay (LifePod)

All presentations can be found at the following link: <https://www.rospace.com/events/past-events/safe-as-houses/burns-and-scalds/>

“A fabulous conference. Very interactive. Similar should take place in the future. Thanks for a great day!”

### Older People’s Safety Seminar

We hosted an Older People’s Safety Seminar in May. 44 delegates attended – of which 96% of delegates agreed that the seminar fulfilled their reason for attending.

Presenters included: Sheila Merrill (RoSPA), Anne Connor (Outside the Box) Ann Murray (AILP), Cathy Barlow (BSC), and Pauline Cameron (Stirling University)

Link to presentations: <https://www.rospace.com/events/past-events/safe-as-houses/the-safety-of-older-people/>

“The speakers and the content of information shared was very beneficial and will help me do my job better”

### Poisoning Campaign

The 'Take Action Today, Put them Away' campaign is a highly successful project developed in consultation with the UK Cleaning Products Industry Association. Already delivered across eight high priority areas in England its purpose is to help raise awareness of the dangers of household cleaning products. RoSPA Scotland is now rolling out the programme with two local partners: Scottish Borders Council and East Ayrshire Council.

East Ayrshire Council launched the campaign and associated resource and poster as part of the National Play Day event held in Kay Park, Kilmarnock on August 1<sup>st</sup>. Elizabeth attended this event and spoke with local practitioners and councillors to raise the profile as well as speaking with many of the hundreds of parents who came to the stand for further information on child safety.



RoSPA and Scottish Borders Council launched the campaign on the 1<sup>st</sup> November 2018.



### Coasters

Scalds from hot drinks remain a major cause of injury for young children. RoSPA has designed and printed a limited number of coasters with the message 'Keep your tea away from me' to raise awareness of the dangers. To date, the coasters have gone to: Falkirk Home Start, East Renfrewshire Council, Fife Council and East Ayrshire Council, South Lanarkshire and Fauldhouse Partnership Centre.



### Water Safety Resource

As part of the Scottish Government's funding of Water Safety Scotland Kit bags, RoSPA designed and printed a water safety quiz for inclusion. This quiz is aimed at 13 year olds and above and focusses on trying to raise awareness through water safety education.

### Loch Lomond

Since 2004, press records show that there have been at least 17 deaths in Loch Lomond due to drownings. RoSPA is keen to work with the Park to ensure that this number decreases.

RoSPA scoped the potential to work with Loch Lomond National Park to understand, assure and improve water safety at the park. The project proposes to focus on the following stages:

- Stage one – incident analysis. This stage will concentrate on comparing and aligned WAID data with any park data to create a reliable data set.
- Stage two – review of existing documentation. We will look at existing policies and procedures as well as the risk assessment of key areas
- Stage three – Analysis workshop – test our results with a core stakeholder group
- Stage four – develop water safety signage principles for the park.

A final project brief has been agreed at RoSPA and was forwarded to the contact at Loch Lomond National Park.

### Carbon Monoxide Campaign

The 'Be Aware' Final evaluation report has been completed and sent to funders and partners. The final report can be accessed [here](#). Overall 1,850 resources were handed out across North East Glasgow. 42% of those surveyed felt that the project was "very helpful" and a further 54% rated it as "helpful". 59% of those surveyed said they visited the RoSPA website for further information on the topic whilst 91% noted their intention to speak to family and friends about the issues of carbon monoxide.





## Keeping Kids Safe in the Home – Edinburgh Project

Following the pilot of Keeping Kids Safe packs in Dundee City, RoSPA followed up with some focus groups to understand feedback and what can be improved.

The Scottish Government agreed to part fund a similar initiative in Edinburgh which amends the pack in line with the feedback from Dundee.

The key aim of the project (running over the summer of 2019) is to raise awareness of home accidents and unintentional injuries to families with children under the age of five; and provide insights into how parents of young children respond to and use safety information and equipment.

To achieve these aims, the following objectives will be addressed:

- Distribute 800 Keeping Kids Safe packs to families in Edinburgh through the Family Nurse Partnership and Health Visitors
- Carry out research with parents to explore how they respond to and use the safety information and equipment provided. This is being undertaken by [Powellite C.I.C](#)

## Other Resources

- Staff provided comments to an upcoming AGE Scotland resource
- Berkeley Homes: Scotland staff contributed comments to the proposed booklets. The booklets can be found online.:

[Over 65s](#)

[Safe at Home: Tips for Under 5s](#)





accidents don't have to happen

---

**RoSPA Head Office**

28 Calthorpe Road  
Birmingham  
B15 1RP  
☎ +44 (0)121 248 2000

**RoSPA Scotland**

43 Discovery Terrace  
Livingstone House  
Heriot-Watt University Research Park  
Edinburgh  
EH14 4AP  
☎ +44 (0)131 449 9378/79

**RoSPA Wales**

2nd Floor  
2 Cwrt-y-Parc  
Parc Ty Glas  
Cardiff Business Park  
Llanishen  
Cardiff  
CF14 5GH  
☎ +44 (0)2920 250600

**General Enquiries**

☎ +44 (0)121 248 2000  
☎ +44 (0)121 248 2001  
✉ [help@rospa.com](mailto:help@rospa.com)  
🐦 [twitter.com/rospa](https://twitter.com/rospa)  
📘 [facebook.com/rospa](https://facebook.com/rospa)  
🌐 [linkedin.com/rospa](https://linkedin.com/rospa)

**[www.rospa.com](http://www.rospa.com)**

Registered Charity No. 207823  
VAT Registration No. 655 131649

