

## 909 PROTECTING KIDS AROUND LIQUID LAUNDRY PACKETS: A NATIONAL EFFORT TO EDUCATE COMMUNITES

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**Background** Exposure to liquid laundry detergent packets is an emerging risk for young children in the United States. In 2014, poison control centres in the U.S. received 11,711 calls about children 5 and younger having been exposed to laundry detergent packets. This is an 11% increase in calls from 2013, and an 85% increase from 2012. In a study of calls to U.S. poison control centres from 2012 and 2013, more than 700 children under six years were hospitalised and experienced serious effects as a result of exposure to laundry detergent packets. The number of exposures was greatest among 1- and 2-year-olds. According to the United States Consumer Product Safety Commission (CPSC), children can experience loss of consciousness, difficulty breathing, excessive vomiting, severe eye burns, and temporary vision loss.

**Methods** Safe Kids conducted a review of existing data and recommendations from the CPSC and the American Association of Poison Control Centres to inform the development of a national awareness campaign and educational materials for caregivers of young children.

**Results** The campaign garnered a total of 489 million impressions from traditional media and digital activation. We provide 400 Safe Kids' coalitions and more than 100 national public health and safety partners with access to bilingual educational materials and digital activation tools. We incorporated key safety messages into 180 local events reaching 125,000 people.

**Conclusions** The statistics are alarming, and there are global concerns as well. Changes to product design and packaging, including the addition of warning labels, are underway in many countries. Educational and awareness efforts in several countries are raising mindfulness among caregivers of this emerging risk to younger children. Safe Kids is exploring opportunities to extend education and outreach efforts in the United Kingdom, Italy, Spain, Canada, Japan, Israel, Austria, France and Poland.

## 910 CASE-CONTROL STUDY OF INJURY INTERVENTION FOR PRESCHOOL CHILDREN IN HENGGANG, SHENZHEN

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**Background** To explore effective interventions for child accidental injury prevention and to reduce the incidence of injury.

**Methods** Cluster random sampling method was adopted, and children in 19 kindergartens in Henggang, Shenzhen and their parents were selected as the objects of study. Nineteen kindergartens were randomly divided into intervention group and control group to carry out the injury intervention case-control study.

**Results** through a series of interventions, there were certain effects. After the end of the project, the injury incidence rates of the intervention group and the control group were 4.91%, 10.64%, and the difference was significant; the average costs of treatment for injuries of the intervention group and the control group were 168.4 Yuan and 206.8 Yuan, and the difference was statistically significant; compared with prior to the implementation of the project, the rate of various types of injuries after the end of the project declined, in which, the rate of mechanical injury, pet bites, accidental falls, burns and traffic accidents decreased significantly. The differences were significant.

**Conclusions** Injury interventions can effectively prevent and control the occurrence of injury.

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## 911 THE 'CODE OF CARING' OPERATIONAL MODEL SUPPORTS CHILDREN AND YOUNG PEOPLE

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**Background** Families' ill-health and aggravated problems have a direct impact on the well-being and safety of children and young people. Reactions to life's dilemmas tend to appear only after a delay, with families attempting to cope with problems on their own. Furthermore, service provision is strongly focused on remedial services.

**Methods** Under an operational model called 'the Code of caring', children and young people and their families may request aid in coping with everyday problems. Authorities and third-sector actors also have the option of submitting requests for cooperation in order to support or aid a young person whenever they encounter nascent problems. Requests for cooperation submitted online are forwarded to Youth outreach work, the representatives of which assess the situation together with the child, young person and family, helping them to access the services they need.

**Results** The 'Code of caring' operational model and an electronic communications system are operational in the town of Seinäjoki. The voluntary nature of receiving support and the way Youth outreach work conducts its work have proved meaningful for children, young people and their families. Collaboration by Youth outreach work with the various professionals has contributed positively to collaboration addressing the concerns of children and young people, including the principle of offering services from a single service counter. The problems of children and young people addressed have been related to mental health issues, intoxicants, crises in the family, study, work, training, as well as the skills in managing personal economy and everyday life. The results of the operational model will be presented at the Safety 2016 World Conference.

**Conclusions** The 'Code of caring' operational model and the electronic communications system have proved highly functional methods, seeking to promote children's and young people's safety and life management skills through early supportive measures.