

690 NATIONAL SURVEY OF INJURY PREVENTION ACTIVITIES OF CHILDREN'S CENTRES

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Background Children's centres were established across England to improve health outcomes for children. Injury prevention is one of the many roles centres have in protecting and promoting children's health. The centres have the potential to make significant contributions to home safety for children under five. The aim of this study was to ascertain the activities undertaken by children's centres to prevent unintentional injuries in the under fives and in particular, the prevention of falls, poisoning and scalds.

Methods A questionnaire was posted to managers of 851 children's centres, selected by stratified cluster sampling. The questionnaire included questions on injury prevention activities undertaken by the centre, knowledge and attitudes to injury prevention, partnership working, and barriers and facilitators to injury prevention.

Results A response rate of 61% was achieved. Most respondents (98%) agreed that children's centres can be effective in preventing accidents. Over half the respondents (59%) did not know if there was an injury prevention group in their area, and 22% did not know if there was a home safety equipment scheme. Only 12% knew the major cause of injury deaths in children under five. A variety of activities were being undertaken including one to one advice and issuing leaflets. However, for some important topics such as baby walkers, and disposal of unwanted medicines no advice was being provided in some areas. Lack of funding (52%) and lack of capacity (39%) were the most common reasons cited as barriers to injury prevention activities.

Conclusions Injury prevention is an important activity undertaken by children's centres. Given their position in the heart of the community their potential as an agency to prevent injuries has been highlighted and recommended. Further support and resource will be needed if they are to fully develop their potential in preventing unintentional injuries in the home.

691 MODEL ONLINE ROAD SAFETY TRAINING TO MUNICIPAL TEACHERS IN SÃO PAULO, 2015

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Background Beginning 2011, Criança Segura implemented an online safety course which trained more than 5,000 people to date. The online course was developed to span the vast country and mobilise communities to take action on road safety. In 2015, we offered the training to public school teachers in the city of São Paulo, reaching 15,000 people.

Objective To raise prevention culture on road safety through a partnership with São Paulo's Municipal Secretariat of Education. The 8-class online course includes national and regional data, background on prevention, educational support material and guidance on community mobilisation activities, in order to create a network of injury prevention multipliers.

Results This partnership with São Paulo's Municipal Secretariat of Education, the largest city in Brazil, leads us to improve results. The first 2015 class on Road safety trained 311 teachers,

who implemented 195 community mobilisation activities, such as educational activities with children, families and school community, partnerships with public bodies to improve road safety in their neighbourhood, reaching over 15,000 people with road safety information, in 3 months. 96% of the participants noticed behavioural changes towards road safety, 90% of them disclosed safety information to their own friends and family, 99% of them are motivated to continue the work as an injury prevention multiplier.

Conclusions In a time when access to information is disseminated through technology, Criança Segura believes in the online learning model, which has proven to be effective in promoting road safety and activating communities throughout a country. The partnering with public bodies may also become a model for an effective intersectoral action.

692 MOTIVATING CHILDREN SAFE BEHAVIOUR WITH AN ONLINE GAME

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Background Attitudes towards safety begin to develop in early childhood. However, there is a lack of educational material aimed for 3-to-6-year old children. The purpose of the project was to use modern means in children's safety education and develop fun online games with age-appropriate puzzles and safety messages.

Objectives The aim is to educate children and increase their safety-consciousness by creating engaging yet educational games. On the other hand, parents and child care personnel can use the games to discuss safety issues with children.

Results It is assumed that children's safety education will result in more safe behaviour as well as decreased accident rates. During the project, eight games were created. Finnish Safety and Chemicals Agency (Tukes) coordinated the project and the partners and funders included Finland's National Broadcasting Company Yle, Student Innovation Centre Demola, traffic safety promoter Liikenneturva, The Finnish Fire Protection Fund and The Centre for Promoting Electrical Safety. The games are available on the popular Yle Pikku Kakkonen children's website and played by more than 2000 children daily. During the development process the games were tested in a child day care centre and modified according to feedback given by the target group. A group of students encoded the actual game.

Conclusions The games include different safety issues, e.g electricity, fire, personal protective equipment, traffic, as well as playground and lift safety. All the project partners contributed to the content of the games. The child day care centre where the games were tested has actively continued safety education. Also the games have received positive publicity. And most importantly, the children eagerly play the games and understand their message.

693 INFLUENCE OF PERMISSIVE PARENTING ON YOUTH FARM RISK BEHAVIOURS

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