

Supplementary materials

Supplementary materials S1: Retention strategies

- Pre-notification of the arrival of questionnaires via participant newsletters
 - These were emailed to all participants who supplied working email addresses (approximately 90%) a month before participants were due to receive 12-month or 24-month follow-up questionnaires
- Having multiple contact methods for participants and regularly asking for change of address details
- Providing multiple ways of completing questionnaires (postal, email, phone)
- Repeat mailing and/or emailing of questionnaires
 - When participants did not complete a questionnaire, this was done one then two months after the questionnaires had been sent
- Text and phone reminders
 - These were sent at the time of 12-month and 24-month questionnaires (and, where applicable, when repeat mailing of these was done) being posted
- Shorter questionnaires for final reminders
 - For the third cohort, following the above reminders for the 24-month questionnaires, a shortened questionnaire was sent as part of a third reminder
- Family mentor and health visiting team encouragement to complete questionnaires
- Gift vouchers for questionnaire completion
- Association with a university and local community health care provider
- Careful timing of electronic communication (not during busy times such as lunchtime or bedtime)
- Branding of questionnaires to be appealing to parents

Supplementary Materials S2: Outcomes and related questionnaire items

Primary or secondary outcome	Measure	Measurement time point	Questionnaire items used	Possible responses
Primary outcome (all three being adopted)	Working smoke alarm	Baseline, 12 months, 24 months	Do you have any smoke alarms in your home?	Yes
				No
			If yes, how many of them are fitted and working? (by fitted we mean attached to the ceiling)	1
				2
				3 or more
Don't know				
	Storing poisons out of reach	Baseline, 12 months, 24 months	Do you keep any medicines or cleaning products in drawers or cupboards?	Yes
				No

			If yes, how many of these cupboards or drawers have catches or locks on?	All
				Some
				None
				Don't know
			At what level do you keep your medicines and cleaning products (tick all that apply)?	Floor level
				On worktop or between worktop and adult eye level
	At adult eye level or above			
	Has a stairgate or no stairs	Baseline, 12 months, 24 months	Do you have stairs in your home?	Yes
				No
			Do you have any stairgates in your home?	Yes
No				

Secondary outcome	Supervised bathing	Baseline, 12 months, 24 months	In the last week, when something unexpected has happened, e.g. the doorbell or phone has rung, have you ever left your baby(/toddler) alone in the bath, even for a moment?	Yes
				No
				Not sure
Secondary outcome	Blind cords out of reach	12 months, 24 months	Do you have blinds with cords?	Yes
				No
			Do you always tie up the cord or use a winder to keep cords out of reach?	Yes
				No
Secondary outcome	Using a fireguard or not having a home fire	12 months, 24 months	Do you have a fire in your home?	Yes
				No
			Do you have a fireguard?	Yes
				No
			Do you use the fireguard?	Yes
	No			

Secondary outcome	Safety catches on any windows	12 months, 24 months	Do you have any safety catches on your windows that would stop a child or toddler climbing out?	Yes
				No
Secondary outcome	Fire escape plan	12 months, 24 months	Have you made a plan for how to get out of your house if there is a fire?	Yes
				No
Secondary outcome	Outdoor supervision	24 months	Do you have a garden or outside area to play in?	Yes
				No
			When your toddler plays outside, how often do you go with them?	Always
				Usually
Sometimes				
Almost never				

Secondary outcome	Injuries	Every 3 months from baseline to 24 months	In the last 3 months, has your toddler had an accident in your home or garden which was treated by a GP, at a hospital accident and emergency department or urgent care/walk in centre?	Yes
				No
			If yes, how many accidents has your toddler had?	1
				2
	3 or more			
Secondary outcome	Medical presentation	Every 3 months from baseline to 24 months	Where did you take your toddler because of this accident (tick all that apply)?*	GP
				Accident and emergency department

				Urgent care/walk in centre
Secondary outcome	Hospital admission	Every 3 months from baseline to 24 months	Did your toddler stay in hospital for at least one night because of this accident?*	Yes
				No

*The injury questionnaires allowed reporting details of up of to 3 accidents

†Item was on the baseline questionnaire, but was not the 12-month or 24-month follow-up questionnaire

Supplementary Materials S3: Baseline characteristics of those who continued to participate and those who dropped out

Variable	Those who completed baseline questionnaire and did not complete the 12-month or 24-month questionnaire (<i>n</i> = 169)		Those who completed baseline questionnaire and a 12-month, a 24-month questionnaire, or both (<i>n</i> = 593)		Statistical test
	Median*	Interquartile range (IQR)*	Median*	IQR*	
Child age (months)	4.5 [4]	3.4 to 6.3	4.7 [7]	3.1 to 6.1	Wilcoxon rank sum: $z = 1.05$, $p = 0.29$
Child gender (% male)	46.8% (<i>n</i> = 79) [0]	Not applicable (n/a)	51.9% (<i>n</i> = 304) [7]	n/a	$\chi^2_{(1)} = 1.38$, $p = 0.24$

Number of children (under 16) living in household	2 [1]	1 to 3	2 [4]	1 to 2	Wilcoxon rank sum: $z = 2.17, p = 0.030$
Maternal age at birth of first child	23 [10]	19 to 28	26 [43]	21 to 30	Wilcoxon rank sum: $z = -4.37, p < 0.001$
Proportion of families with one adult per household	31.4% (n = 53) [0]	n/a	17.7% (n = 104) [4]	n/a	$\chi^2_{(1)} = 15.02, p < 0.001$
Index of multiple deprivation (IMD) 2019	46.3 [5]	35.8 to 56.9	40.2 [10]	32.6 to 52.8	Wilcoxon rank sum: $z = 4.02, p < 0.001$
Distance to the nearest emergency department (Kilometres)†	4.55 [2]	3.55 to 6.58	4.60 [6]	3.78 to 5.78	Wilcoxon rank sum: $z = 0.53, p = 0.60$

Intervention or control (% intervention)	54.4% (n = 92) [0]	n/a	45.4% (n = 269) [0]	n/a	$\chi^2_{(1)} = 4.34, p < 0.037$
Primary outcome (% meeting primary outcome definition) at baseline	29.0% (n = 49) [0]	n/a	30.5% (n = 180) [3]	n/a	$\chi^2_{(1)} = 0.14, p = 0.705$