

Table S1: Monthly Safety Messages (MSM)Topics.

Topic	Fact sheet	Poster	Quiz	Activity
MSM 1: Poisoning: medications	✓	✓	✓	✓
MSM 2; 26: Button Batteries	✓	✓	✓	✓
MSM 3: Falls from furniture/ raised surfaces	✓	✓	✓	
MSM 4: Choking	✓	✓	✓	✓
MSM 5: Smoke Alarms	✓	✓	✓	✓
MSM 6: Fire Escape Plan	✓	✓	✓	✓
MSM 7: Drowning in the bath	✓	✓	✓	✓
MSM 8: Falls on stairs and stairgates		✓		✓
MSM 9: Nappy Sacks	✓	✓	✓	✓
MSM 10: Household chemicals	✓	✓	✓	✓
MSM 11: First Aid for Burns and Scalds	✓	✓	✓	✓
MSM 12: Firework Safety	✓	✓	✓	✓
MSM 13: Windows, window latches	✓	✓	✓	✓
MSM 14: First Aid for Poisoning	✓	✓	✓	✓
MSM 15: Blind cords and Strangulation hazards	✓	✓	✓	✓
MSM 16: Fire Safety	✓	✓	✓	✓
MSM 17: Play Equipment	✓	✓	✓	✓
MSM 18: Hair Straighteners	✓	✓	✓	✓
MSM 19: Sun Safety	✓	✓	✓	✓
MSM 20: Ponds and Pools	✓	✓	✓	✓
MSM 21: Fire and Flames	✓	✓	✓	✓
MSM 22: Burns and Scalds from drinks and food	✓	✓	✓	✓
MSM 23: Fire and Flames- Candles	✓	✓	✓	✓
MSM 24: Burns and Scalds- Cooking	✓	✓	✓	✓

Adherence component	Information source						
	Meeting minutes	Practitioner interview	Parent interview	Practitioner questionnaire	Parent questionnaire	Child health review observation/Quality assurance observation	Attendance data / Families with a family mentor
Content	✓	✓	✓	✓	✓	✓	
Dose	✓	✓	✓	✓			✓

Fidelity assessment used data from minutes from Steering Group meetings and other meetings between researchers, practitioners, practitioner managers and home safety champions, practitioner and parent semi-structured interviews, questionnaire responses from practitioner and parents, data from observations of child health reviews by health visiting teams and from quality assurance observations of of family mentor home visits, safety week parent attendance data, and the proportion of families supported by a family mentor.

Table S3: Monthly safety message use by practitioner group at 24 months follow-up.

Monthly safety message use	Practitioner		
	HVT	FM	CC
Display in clinic/ Children's Centre	6/24 (25.0%)		2/4 (50.0%)
Discuss 1:1 with parent in clinic/ CC	2/24 (8.3%)		1/4 (25.0%)
Post-accident contact	2/24 (8.3%)		
Used at group session		11/51 (21.6%)	1/4 (25.0%)
Use at child review/ home visit	7/24 (29.2%)	31/51 (60.8%)	0
Given to parents, not discussed	4/24 (16.7%)	14/51 (27.5%)	1/4 (25.0%)

HVT=health visiting team, FM = family mentor, CC=Children's Centre

Table S4: Parents self-reported receipt of resources or support pertaining to home safety at 12 and 24 months follow-up.

Safety resources received	Frequency (%)	Adjusted OR* (95 % CI)	p-value
12 months follow-up	492		
Parents in control wards	270 (54.9%)	Reference group = parents in control wards	
Parents in intervention wards	222 (45.1%)		
Any resource from those listed below		1.47 (0.89, 2.44)	0.14
Safety checklist from HVT or CC		1.24 (0.74, 2.08)	0.42
Home safety leaflets		1.18 (0.72, 1.94)	0.50
Signposted advice			
Discounted safety equipment		1.14 (0.48, 2.73)	0.77
Fire safety check from FRS		1.56 (0.56, 4.33)	0.40
Smoke alarm fitting from FRS		2.26 (0.98, 5.24)	0.06
Local Authority safer housing team for tenants		1.87 (0.56, 6.23)	0.31
Two or more resources received		1.31 (0.72, 2.36)	0.37
24 months follow-up	484		
Parents in control wards	268 (55.4%)	Reference group = parents in control wards	
Parents in intervention wards	216 (44.6%)		
Any resource from those listed below		1.61 (0.99, 2.62)	0.06
Safety checklist from HVT or CC		1.51 (0.84, 2.71)	0.17
Home safety leaflets		1.90 (1.11, 3.23)	0.02
Signposted advice			
Discounted safety equipment		1.10 (0.35, 3.44)	0.87
Fire safety check from FRS		2.59 (0.82, 8.19)	0.10
Smoke alarm fitting from FRS		0.64 (0.19, 2.16)	0.47
Local Authority safer housing team for tenants		0.73 (0.23, 2.30)	0.59
Two or more resources received		1.33 (0.62, 2.84)	0.47

*OR = odds ratio.

OR adjusted for baseline receipt of home safety advice and resources, matched wards, deprivation index, number of siblings, maternal age, and whether the family was a single parent household

(FRS)= Fire and Rescue Service

Table S5: Safety week attendance data by date and topic.

Safety Week (month of occurrence)	2018	2019	2020
Poisoning (January)	-	32 *	56
Fire Safety (April)	115	107 ^	No sessions
Falls (July)	17 *	63 ^	40
Burns and Scalds (October)	28 *	65	No sessions

* Missing data from 3 Children's Centres

^ Missing data from 1 Children's Centre.. In 2020, due to the Covid-19 pandemic and subsequent lockdowns in England, all sessions were cancelled in May and October. With some easing of the lockdown restrictions in England during July, 2 of 5 centers were able to run safety weeks.