

Appendix 1: SafeTea online printed intervention materials

SafeTea Poster 1: Toddler pulling a hot drink down over themselves

KEEP **HOT DRINKS** OUT OF MY REACH



#safetea
www.safetea.org.uk

    @safeteacampaign

SafeTea Poster 2: Parent carrying a hot drink whilst holding a baby

KEEP **HOT DRINKS** OUT OF BABY'S REACH

30 babies and toddlers go to the hospital with a hot drink burn every day.



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SafeTea Poster 3: Child running into adult carrying a hot drink

KEEP **HOT DRINKS** OUT OF MY WAY



30 babies and toddlers go to the hospital with a hot drink burn every day.



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SafeTea Poster 4: Baby pulling a hot drink down over themselves

KEEP **HOT DRINKS** OUT OF MY REACH



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SafeTea A5 Flyer

KEEP **HOT DRINKS** OUT OF MY REACH



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HOT DRINKS BURN ME!

- △ Mobile toddlers are at the highest risk of scalds (burns from hot liquid).
- △ The most likely ways that I could be scalded is by pulling a hot drink over myself or someone spilling their hot drink on me.
- △ My skin is much thinner than yours and so burns more quickly and deeply.

BE SAFE

- ✓ Keep hot drinks out of my reach
- ✗ Don't pass a hot drink over my head
- ✗ Don't hold a hot drink whilst holding me



FIRST AID

REMOVE

- Remove clothing and jewellery immediately.



Call 999 or NHS 111
or your GP for advice



COOL

- Run lots of cool water over the burn for 20 minutes but be careful to keep the child warm.
- If the burn starts to hurt again, run it again under cool water.

CALL

- Get advice from a doctor, or the Emergency Department at the local hospital.
- Call 999 if the burn is on the face, hands, feet, joints or nappy area, or is larger than a 10 pence coin.

COVER

- Loosely cover the burn with cling film or clean non-fluffy material to stop it getting infected. Keep it loose as burns swell. Don't put cling film on the face.
- Don't touch the burn or burst blisters. Don't use creams or ointments.

Produced by The Burns Collective in line with advice from the British Burns Association and Child Accident Prevention Trust

SafeTea Reach Chart

BURNS FIRST AID

SafeTea

If your child gets a burn...

- 1 **STOP** all activities and primary
- 2 **COOL** the burn under running cool (not freezing) water
- 3 **CALL** for medical help if:
 - Burns are **DEEP** (larger than the thumb)
 - Burns are **ON** the face, hands, feet, or joints
 - Burns are **ON** a child's genital area
- 4 **COVER** the burn loosely with cling film
- 5 **DO NOT** put ointment on the burn

• **DO NOT** burst the blisters

KEEP HOT DRINKS OUT OF MY REACH

Babies and toddlers grow quickly. How high can they reach today? Use the reach chart below to find out.

• **STOP** all the coffee on the wall at least the height of the counter top, with the back of the chair to the counter top, to keep the hot drinks out of their reach.

• **DO NOT** put coffee on the table. A table that is too high can also be out of their reach.

130cm

120cm

110cm

100cm

90cm

80cm

70cm

60cm

50cm

40cm

30cm

20cm

10cm

SafeTea Fridge Magnets



SafeTea Activity Sheets



SafeTea Activity 1. Reach Chart

Babies and Toddlers grow quickly

Parents and carers are often surprised to see how high young children can reach. The reach chart is designed to be used in group sessions or on a one to one basis with parents and carers

- To see how high infants and toddlers can reach
- To identify what surfaces they can reach
- To inform discussion about where it would be safe to put a hot drink

The reach chart includes

The prevention message "Keep hot drinks out of reach"
Links to the SafeTea website and social media
Burn first aid technique COOL, CALL, COVER

There is a height chart marked and illustrated with the heights of standard surfaces in the home where a hot drink may be left to include

- On the floor
- Coffee table at 40 cm height
- Dining table at 70 cms
- Kitchen worktop 90 cms

How to use the reach chart

The reach chart can be placed on the wall in the family home, children centre, clinic, playscheme or used by Health Visitors in the home, always ensuring that the bottom of the chart is on the floor.

- Children find it fun to see how high they can reach
- Parents are surprised at how high even the smallest child can reach
- It is fun to run a competition to see who can reach the highest and mark the chart with a sticker with the name and age of the child. Some have used hand paints beside the chart.
- The reach chart can be used to see how much higher children can reach as they get older

Suggestions for discussion with caregivers that have used the reach chart

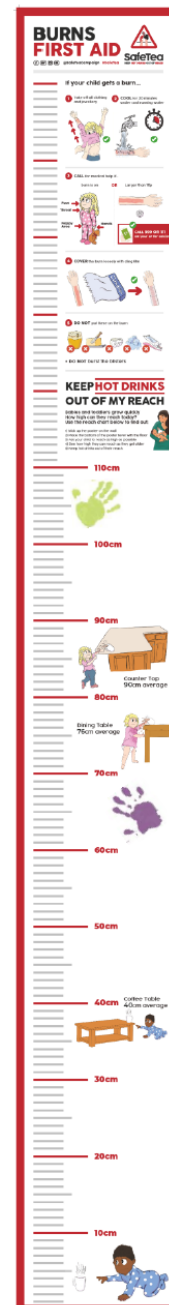
Were you surprised how high the child could reach?

- This means that they could potentially reach the
- Do you have somewhere in the home where you can put a hot drink out of reach? Where would that be?
- Encourage parents to take the SafeTea Pledge

How to get a Reach Chart

There are a limited number of reach charts available on a first come first serve basis please apply on <https://safetea.org.uk/resources/>

The reach chart is designed to be printed on A4 sheets that can be stuck together to make a complete chart (this could also be laminated)



**SafeTea Activity 2 First Aid Key Messages:**

Everyone should know how to do first aid for a Burn

First aid for burns is easy : Cool, Call, Cover

**Prompt first aid**

Reduces the severity of a burn

Reduces the pain

Reduces the amount of treatment needed

Reduces the amount of time the burn takes to heal

This activity will help your group learn and remember how to carry out appropriate first aid for a scald.

**Activity: Scald the doll**

Discuss or model a scenario where a child has a hot drink burn e.g. A doll dressed in a long-sleeved t-shirt (you could shade a part of the arm underneath the shirt to represent a burn)

Equipment:

- a hard-bodied doll
- a cup of coloured liquid (e.g. cola)
- washing up bowl & spill sheet
- cling-film

How to:

Hold the doll over the bowl and spill some of the coloured liquid on the doll's arm to mimic a burn from hot cup of tea.

Ask them what they would do.

Guide them through the 3 main steps of Cool, Call and Cover.

1. Cool

Remove affected clothing and jewellery around the area of the burn

If they aren't sure how far the burn has gone it's best to remove all clothing

Cool the burn by running under cool water from the cold tap (5-25°C) for 20 mins

It is important to cool the burn and not the child – use a blanket to keep the rest of the child warm to avoid hypothermia



2. Call for medical help

If the burn is bigger than 10p coin / postage stamp on the face, hands, neck or genital area

Call your GP, dial 111 or 999 (if a major burn requiring immediate attention)



3. Cover

Cover the burn with cling-film (loosely in sheets but don't wrap around & don't put on the face)

Don't use ice / toothpaste / butter / hand-cream / honey / oil etc.



Questions for discussion

- Discuss what to do if the burn was on another part of the body. e.g. cool the burn in the shower
- Discuss what to do if the burn happens outside the home e.g. immerse the burn in cold water i.e stream or the sea etc
- Ask them what they would do if they came home to find their child had received a burn earlier on
(first aid is still effective up to 3 hours after the burn happened).
- Why should the burn be covered?

The first aid video could be used to supplement the activity and a first aid magnet or 'business card' could be given out. <https://safetea.org.uk/resources/>

Magnet/ 'business card'





SafeTea Activity 3 Accidentally spilling a hot drink



Key Messages

- A hot drink is easy to spill when you are around young children
- A spilt hot drink can go a long way
- The hot drink can affect a large area of an infant's skin
- The hot drink can cause a serious burn to the face, chest and abdomen
- KEEP HOT DRINKS AWAY FROM CHILDREN

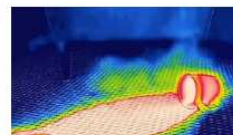
This SafeTea activity will help a group of parents or carers of young children gain a better awareness of how much of a baby's body can be covered by an ordinary mug of liquid?

This SafeTea activity is messy! But it is visually very powerful.



Equipment:

- a baby doll (preferably the size of a young baby) dressed in a white baby-grow
- a mug of cola or similar coloured liquid (one that doesn't stain!)
- a baby seat e.g. bouncy chair / baby car seat *
- a ball and a colleague to roll it
- plastic sheet to put under the seat



How to run the activity:

- place the doll in the seat on the floor
- hold the mug of liquid in your hand while talking to the group about the dangers of carrying hot drinks with young children around
- get a colleague to roll the ball at your feet whilst you are talking and, as you pretend to trip, tip the full contents of the cup onto the doll on the chair
- take the doll out of the seat and hold it up to demonstrate how far the liquid has spread. Turn the doll to show how the liquid has spread from the front to the back of the baby grow.
- make the point that a baby's skin is much (estimated as 15 times) thinner than an adult's so this burn would be very serious.

Ask the group for suggestions about different scenarios where hot drinks could be spilt. e.g.:

- a child pulling the tablecloth and spilling it,
- a mug placed on a T-towel that overhangs a kitchen surface
- grabbing your cup or accidentally knocking it whilst you are holding it.
-

Also get them to think about other situations such as cafes or toddler groups where the risk is increased.

Discuss what they can do to prevent this type of thing from happening both in the home and when they're out.

You can make the point that getting into the habit of always putting down your cup on a high surface and out of reach / not passing drinks over children / not holding a hot drink whilst holding a baby is safest.

* If you don't have a bouncy chair or car seat simply hold the doll or put it down on the floor and drop some of the contents of the mug on it. Then ask the parents how much they think of the child's body a full cup would spread over.



SafeTea Key messages:

- Keep hot drinks out of children's reach
- Don't pass a hot drink over a child
- Don't hold a hot drink whilst holding a baby
- Make a SafeTea zone: a safe place for hot drinks in your home, out of reach of small children





SafeTea Activity 4 - How long does it take for a Hot drink to cool?



Key Messages

- A hot drink is extra ordinarily hot when made in a mug
- A hot drink stays hot enough to scald for a long time!
- A child's skin is thinner than an adult and burns very easily at low temperatures
- The hot drink can cause a serious burn to the face, chest and abdomen
- KEEP HOT DRINKS AWAY FROM CHILDREN



Equipment:

- A kettle, mug and water
- A thermometer that can measure temperatures between 30 & 100 degrees centigrade
- A clock or timer
- A flip chart or white board and marker pens (optional)



How to:

- Make a mug of hot drink in front of the group
- Make the point that just-boiled water scalds instantly and needs to be put somewhere safe to cool, out of children's reach.
- Measure the temperature of the liquid and record it on the flipchart or white board / ask someone else to take note. Set the timer going and put the mug in a safe place.
- Return around every five minutes to measure the temperature and record it on the flipchart / whiteboard.
- Explain how at 70 degrees it will scald a young child in less than one second, at 60 degrees in less than a second and a half and at 55 degrees in 10 seconds.
- As you are noting the temperature over time point out to parents that even though the drink might NOT seem 'hot' to them, children's skin is much thinner than adult skin and so burns more quickly and deeply.



Points for discussion

- Different containers keep drinks hotter for longer than others e.g polystyrene , thermal cups

- The most common hot drink scalds are by the child pulling a hot liquid over themselves (or someone spilling their drink on them)
- Children can often reach higher surfaces than expected

Ask parents what they would do with a hot drink if holding a baby or if someone tried to pass them a hot drink over a child.

Discuss different strategies for keeping hot drinks out of reach

When the drink has cooled to below 40 degrees:

Note the time it has taken

Offer the mug to the audience to hold, so they can feel what is a safe temperature

Encourage your group to take the SafeTea Pledge



Key messages:

- Keep hot drinks out of children's reach
- Don't pass a hot drink over a child
- Don't hold a hot drink whilst holding a baby
- Make a SafeTea zone: a safe place for hot drinks in your home, out of reach of small children

The most common hot drink scalds are by the child pulling a hot liquid over themselves



Or someone spilling their drink on them



SafeTea Email Banner



SafeTea Facebook Banner



SafeTea Twitter Banner



Appendix 2: Targeted promotion used to brief professional groups about the SafeTea campaign

Health visitors

- Institute of Health Visiting (iHV): Article in September Newsletter and blogs in October and December
- Presentation at iHV conference in September
- As an ambassador, iHV re-tweeted SafeTea posts and posted updates on their website
- Community Practitioners and Health Visitors Association (CPHVA): Article in the journal *Community Practitioner* in October

Nursery nurses and childminders

- Professional Association for Child Care and Early Years (PACEY): Blog in news on webpage, and on Facebook
- As an ambassador, PACEY shared posts on Facebook and Tweets
- First steps nursery: Blog on website

General Practitioners

- Article in Primary Care Bulletin, sent to every GP in England and Wales
- Article in newsletter from the National Association for Patient Participation and the Practice Managers' Network sent to all practice managers in England
- Centre for Academic Primary Care, Bristol: Blog on website and article in newsletter sent to GPs across UK

Paediatricians and hospital doctors

- Presentation at the Royal College of Paediatrics and Child Health (RCPCH) conference in April 2019
- Blog and tweets from Max Davie, RCPCH prevention lead
- Article in British Association for Community Child Health (BACCH) e-news in October
- Ulster Paediatric Society e-news in September
- Article in British Burn Association (BBA) newsletter in October
- News cascade to Emergency Department doctors via the Paediatric Emergency Research in the UK and Ireland (PERUKI) network in October

Public health

- NHS England: Publicity to early years workers via the Best Start in Life Programme in October
- NHS Scotland: Scottish Community Safety Network blog
- NHS Wales: National Centre for Population Health and Wellbeing Research (NCPHWR) - publicity via social media
- Public Health Northern Ireland: publicity to community nurses via chief nurse
- British Association of Child and Adolescent Public Health (BACAPH): Blog

Appendix 3: Online evaluation survey of the SafeTea materials and campaign

1. What is your designation/job role?
 - a. Did you receive the resource pack?
2. Who did you use the resources with?
3. Please estimate the number of parents you shared the resources with
4. Please estimate the number of professionals you shared the resources with
5. Did you receive a poster in your pack?
 - a. Did you use the poster?
 - b. Was the poster easily understood by parents?
 - c. What did you think of the poster as a useful resource for hot drink burn prevention?
 - d. Please add any comments about the poster
6. Did you use the 2-sided A5 flyers?
 - a. How did you use the flyers?
 - b. Were the flyers easily understood by parents?
 - c. What did you think of the flyers as a useful resource for hot drink burn prevention?
 - d. What did you think of the flyers as a useful resource for promoting burn first aid?
 - e. Please add any comments about the flyers
7. Did you use the magnets?
 - a. How did you use the magnets?
 - b. Were the magnets easily understood by parents?
 - c. What did you think of the magnets as a useful resource for hot drink burn prevention?
 - d. What did you think of the magnets as a useful resource for promoting burn first aid?
 - e. Please add any comments about the magnets
8. Did you use the reach chart?
 - a. How did you use the reach chart?
 - b. What did you think of the reach chart as a useful resource for hot drink burn prevention?
 - c. Please add any comments about the reach chart
9. Did you receive activity sheets in your pack?
 - a. Did you use the activity sheets?
 - b. How did you use the activity sheets?
 - c. What did you think of the activity sheets as a useful resource for hot drink burn prevention?
 - d. Please add any comments about the activity sheets
10. Did you download any additional resources from the website?
11. Did you view the Safe-Tea videos from the Safe-Tea website?
 - a. Were you able to use or share the videos with others?
 - b. Do you have any comments about the Safe-Tea videos?
12. Do you have any other comments about the Safe-Tea campaign?

Appendix 4: Round-up of top-line media coverage for the launch of SafeTea on National Burns Awareness Day, October 16th and 17th 2019**Radio:**

- Sky News Radio
- BBC Radio Wales, two interviews
- BBC Radio Bristol
- Swansea Sound
- Gateway 97.8

TV:

- ITV News
- C5 News
- BBC TV Bristol
- ITV Wales
- ITV Anglia
- BBC Wales
- Dr Ranj on This Morning, 17th October

Online national press:

- MailOnline
- Sun Online
- Metro Online
- ITV Online
- NHS Health in Wales

Print:

- Metro

Online posts:

- Cardiff University
- Bristol University
- National Fire Chiefs organisation
- Mumsnet adverts
- Care and Learning Alliance
- Royal Society for the Prevention of Accidents online newsletter, October edition

Laura's story (SafeTea 'case story' about her toddler who was burned by hot coffee), with offered interview, went out to multiple named contacts at the following Women's consumer titles:

- *Bella*
- *Best*
- *Chat*
- *Take a Break*
- *Woman*

- *Woman's weekly*
- *That's Life*
- *Heat*
- *Closer*
- *Simply You*
- *Pick Me Up*
- *Woman's Own*
- *Boots' Bump to Birth magazine*

Appendix 5: Job titles of 163 professionals who completed the online survey evaluating the SafeTea materials and campaign.

