

SafeTea - How you can get involved?



SafeTea is a national campaign which aims to reduce hot drink burns to young children, and improve first aid to children who have been burned.

Burns and scalds are common injuries to children, and each year more than 50,000 children attend hospital with burns. The peak age for burns is in infants and toddlers between 8 and 18 months of age, where the most common cause is a burn from a hot drink

This means that across the UK 30 babies and toddlers are taken to hospital every day for treatment of a hot drink burn.

These injuries are preventable!

The SafeTea Campaign will be launched across the UK on October 16th 2019, National Burn Awareness Day.



Joseph Nash says:

"When I was a toddler, I was badly scalded with hot water, and spent most of my childhood having treatment including multiple skin grafts. I am now a father and have made the SafeTea pledge to keep hot drinks away from children. I am supporting the SafeTea campaign to prevent hot drink scalds - I urge you to do the same"

How you can get involved:

- **Parents and grandparents** can take the SafeTea pledge and share the messages and videos of the campaign with family and friends
- **Professionals** working with children and families can become supporters and use campaign materials to actively promote the SafeTea messages
- **Organisations and groups** can become ambassadors and cascade news about SafeTea to amplify our messaging and increase the reach of the campaign

Website: www.SafeTea.org.uk

Social media: Please use the **#SafeTea**



@SafeTeaCampaign

This pack:

- Presents the key campaign messages
- Highlights the campaign materials
- Describes how parents, professionals and organisations can get involved.
- Summarises the research evidence behind the campaign
- Outlines how the SafeTea Campaign will be evaluated

Campaign messages

The key messages of the campaign are:

- Keep hot drinks out of reach of young children
- Do not pass hot drinks over children
- Never hold a baby and a hot drink at the same time
- Create a SafeTea area at home (e.g. in the kitchen) where hot drinks are made and drunk safely, away from children
- First aid for burns is: **COOL, CALL, COVER**

The target audience for the SafeTea campaign is parents, grandparents and other carers of pre-school children.

SafeTea materials

All campaign materials are available for free on the SafeTea website: www.safetea.org.uk/resources

The materials that can be downloaded and printed include:

- Posters; advertising SafeTea key messages
- A5 flyers; (SafeTea and burns first aid)
- Social banners and post images

Content and instructions to make:

- Fridge magnets (burns first aid key messages; Cool Call Cover)
- Reach charts (to demonstrate just how high small children can reach)

First Aid For Burns



REMOVE

Remove clothing and jewellery immediately.



COOL



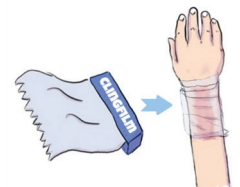
CALL



Call 999 or NHS 111 or your GP for advice



COVER



KEEP HOT DRINKS OUT OF MY REACH



#SafeTea
www.SafeTea.org.uk
@SafeTeaCampaign

Poster

KEEP HOT DRINKS OUT OF MY REACH



#SafeTea
www.SafeTea.org.uk
@SafeTeaCampaign

Poster

KEEP HOT DRINKS OUT OF BABY'S REACH



#SafeTea
www.SafeTea.org.uk
@SafeTeaCampaign

Poster

BURNS FIRST AID



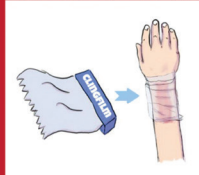
@SafeTeaCampaign #SafeTea



Cool Call Cover



call 999 or 111
or your doctor



Fridge Magnet

BURNS FIRST AID



If your child gets a burn...

1 Take off all clothing and jewellery 2 Cool for 20 minutes under cool running water



3 CALL for medical help if: If burn is on: OR Longer than 10p



4 COVER the burn loosely with cling film



5 DO NOT put these 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.

• Place the poster on the wall.

• Place the bottom of the poster level with the floor.

• Ask your child to reach as high as possible.

• See how high they can reach on the chart.

• Keep hot drinks out of their reach.

110cm

100cm

90cm

80cm

70cm

60cm

50cm

40cm

30cm

20cm

10cm

Counter Top 90cm average

Dining Table 75cm average

Coffee Table 40cm average

Videos with three versions for social media convey the following:

- Life experience of adult who had a burn in childhood. (made in collaboration with Mr Joseph Nash, who was burned as a child)
- Nurse from hospital emergency department talking about first aid for burns: Cool, Call, Cover
- Keep hot drinks out of reach in the home SafeTea activities

Interactive group work available on the website includes demonstrations and instructions for participation activities about:

- How long it takes for a cup of tea to stay hot (thermometer in a cup)
- Accidental spill (simulated with a doll and coloured liquid)
- First aid for burns demonstration
- Reach chart: How high can infants and toddlers reach?

How you can get involved

Parents

Mums, Dads, Grandparents and wider family members who look after young children can:

Take the SafeTea pledge:

I will...

- Keep hot drinks out of reach of young children
- Not pass hot drinks over children
- Never hold a baby and a hot drink at the same time
- Create a SafeTea area at home (eg in the kitchen) where hot drinks are made and drunk safely, away from children

Learn about how to do the correct first aid for burns if your child is burned:
COOL, CALL, COVER

Look at the parent page, and the videos and the other materials available on the resources page of the **SafeTea website: www.SafeTea.org.uk**

Tell your family and friends about SafeTea.

When the campaign starts in October:

- Share the link to the website **www.SafeTea.org.uk**
- Share SafeTea videos using the SafeTea social channels **@SafeTeaCampaign**
- Talk about SafeTea in social posts on parent websites and on Twitter, Facebook and Instagram using the **#SafeTea**, tagging the SafeTea social channels **@SafeTeaCampaign** and using the social post images downloadable from the website
- Talk to other parents, grandparents and others caring for small children about the SafeTea messages
- Spread the word about burns first aid: **Cool, Call, Cover**



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**

Professionals

Become a SafeTea supporter – register your details on the log in page of the website **www.SafeTea.org.uk**

View and download the resources that are available on the SafeTea website **www.SafeTea.org.uk/resources**, and share the link with colleagues and friends.

Request a pack of materials (flyers, fridge magnets, reach chart, badges) to use to promote the SafeTea messages with families. Wear the 'I am supporting SafeTea' lapel badge

If you work with parent groups, consider running some SafeTea activity sessions; activity resources are available to download from **www.SafeTea.org.uk**.

When the campaign starts on the 16th October:

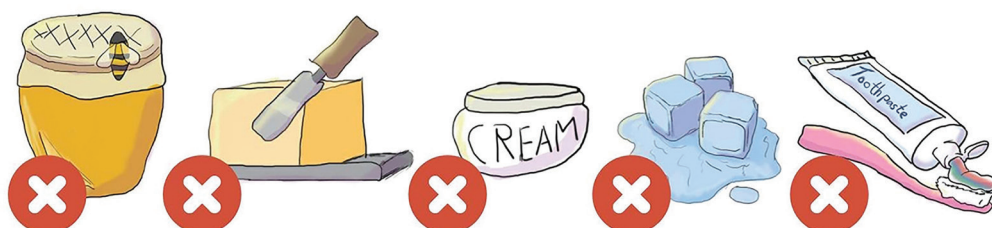
- Talk to parents and other carers of young children about SafeTea
- Share the link to the website **www.SafeTea.org.uk**
- Share SafeTea videos on social media using the #SafeTea and tagging the **@SafeTeaCampaign** social channels
- Talk about SafeTea in social posts, on parent websites and on Twitter, Facebook and Instagram **#SafeTea** and use the social post images downloadable from the website
- Talk to other parents and grandparents about the SafeTea messages
- Add the 'I am supporting SafeTea banner' to your emails and use the logo
- Wear the 'I am supporting SafeTea' lapel badge

Contribute to the evaluation of SafeTea

We are keen to measure the success of SafeTea and identify any improvements that can be made. If you utilise the SafeTea resources, you will be asked for your feedback via a short online questionnaire: A link will be sent via email to the questionnaire in February 2020.

First Aid For Burns

DO NOT put these on the burn + **DO NOT** burst the blisters



Ambassadors

Organisations and groups are invited to become SafeTea Ambassadors.

The **role of ambassadors** is to:

- Disseminate information about the SafeTea campaign,
- Promote the campaign messages
- Encourage individuals to get involved by using the materials and becoming supporters

To register as an ambassador, send an email to **info@safetea.org.uk**

Prior to the launch - view the resources available on the website, and share the link **www.SafeTea.org.uk** with your members, associate organisations, colleagues and friends.

When the campaign starts on the 16th October:

- Produce a press release about SafeTea from your organisation (example below)
- Send messages to your members, contacts and associate organisations about the SafeTea campaign
- Share the link to the website **www.SafeTea.org.uk**
- Share SafeTea videos on social media: **@SafeTeaCampaign**
- Talk about SafeTea in social posts on Twitter, Facebook and Instagram, using the **#SafeTea**, tagging **@SafeTeaCampaign** and using the social post images downloadable from the website
- Use the 'I am supporting SafeTea' e-banner and logo



Social Media Post



SafeTea Logo



Social Banner

All resources available from **www.SafeTea.org.uk/resources**

Publicising SafeTea

All Media Material Embargoed Until October 16Th

Example press release:

Hot drinks are the most common cause of burns to young children

Parents are being urged to take care with hot drinks in a UK-wide campaign to tackle the most common cause of burns to young children.

The SafeTea campaign is based on evidence collected by researchers from Cardiff University, the University of Bristol and the University of the West of England, and is using materials tested in collaboration with early years staff and parents of young children. Research shows that more than 50,000 children in the UK attend hospital with burns each year, with the majority happening to children under five. Hot drinks account for 60% of hospital attendances with burns in children under 3 years – or 30 young children every day.

Professor Alison Kemp, from Cardiff University's School of Medicine, who led on the research, said: *"There are thousands of incidents of hot drink scalds every year, where potentially devastating injuries could be prevented with a few simple steps.*

Burns from hot drinks can cause serious and extensive skin damage to a young child, with lifelong scarring and the need for sustained medical treatment into adulthood. That's why we are reminding parents to keep hot

drinks well out of reach. Hot drinks can cause damage to a child's skin even after 30 minutes. If a child is burned, the recommended first aid is to cool the area under running water for 20 minutes".

Professor Alan Emond from the University of Bristol adds: *"The key messages of SafeTea are: 'keep hot drinks out of reach of children, never pass a hot drink over a child, or hold a drink and a baby at the same time. If a child is burned, the correct first aid is COOL CALL COVER: COOL the area under running water for 20 minutes; CALL NHS Direct or 999; COVER the area with clingfilm. The moments following a burn are the most critical time for preventing long-term damage and scarring."*

SafeTea is informed by scientific research undertaken by the Children's Research Network funded by The Scar Free Foundation and Health and Care Research Wales with financial support from the British Burns Association, Worshipful Company of Tin Plate Workers of the City of London, the VTCT Foundation, Cardiff City Region Exchange and Cardiff University.

For more information, go to the SafeTea website: www.SafeTea.org.uk

Example social posts:

Use the hashtag **#SafeTea** and tag **@SafeTeaCampaign**

Image posts and banners are available to download from the resources page of the SafeTea website. Please use the social post image downloadable from the website on your posts and upload the SafeTea banners to your social channels

Tweet 1



30 babies and toddlers go to the hospital with a hot drink burn every day. These injuries are preventable. Keep Hot Drinks Out of Reach. Take the #SafeTea pledge and get involved in the SafeTea campaign <http://www.safetea.org.uk>



Tweet 2

Babies and toddlers have much thinner skin than adults, this means that a hot drink can cause a serious burn, even 30 minutes after you made it! Take the #SafeTea pledge to Keep Hot Drinks Out of Reach <https://safetea.org.uk/pledge/>

Tweet 3



Burns caused by hot drinks are the most common injuries to children. If your child has a burn: COOL, CALL, COVER. COOL: Run cool water over the burn for 20 mins. CALL for medical advice. COVER the area loosely with clingfilm. #SafeTea <https://safetea.org.uk/first-aid/>



Tweet 4

Get involved in the #SafeTea campaign. Resources are available to download from the website safetea.org.uk . Including posters, social images, videos and a reach chart. The reach chart demonstrates how high small children can reach and why it is vital to Keep Hot Drinks Out of Reach. <https://safetea.org.uk/resources/>

Tweet 5



When spilt, a hot drink can cover a large area of skin on a baby and cause a large serious burn, resulting in years of painful treatment. Take the #SafeTea pledge to Keep Hot Drinks Out of Reach <https://safetea.org.uk/pledge/>



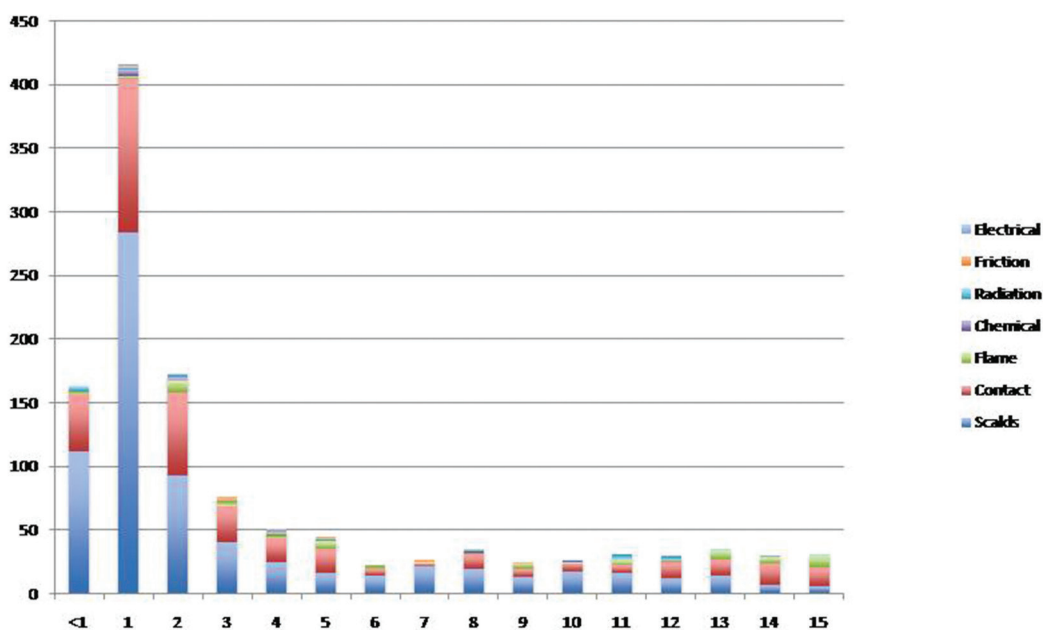
Tweet 6

Toddlers like to explore and may reach out and pull a hot drink over themselves. This can happen in a split second! Take the #SafeTea pledge to Keep Hot Drinks Out of Reach <https://safetea.org.uk/pledge/>

Background evidence for SafeTea

Burns and scalds are common injuries to children. Background research undertaken by the Childrens' Burns Research network has shown that each year more than 50,000 children attend healthcare settings with burns¹. The peak age for burns is seen in infants and toddlers between 8 and 18 months of age². Figure 1 shows that in this age group, 70% of attendances are due to scalds from hot drinks or hot water (blue shading).

This means that across the UK 30 babies and toddlers are taken to hospital every day for treatment of a hot drink scald.



Burns from hot drinks account for the majority of scalds, typically when an infant or toddler pulls a hot drink over themselves from a surface within reach such as a table or worktop. These young children are vulnerable to burn injury because they are acquiring independent mobility without the awareness of danger. Burns are more damaging in very young children whose skin is significantly thinner than adults', allowing quicker and more serious damage from liquids at lower temperatures and from shorter exposure.

The scalds that are sustained from hot drinks are significant, and often affect a considerable area of skin on the side of the face, the chest and upper arms. Scalds are very painful and the child may require hospitalisation, skin grafts and long term management of scar tissue. These burn injuries are preventable.

First Aid for Burns: Our research has confirmed that only 25% of children with a burn receive optimal first aid before they attend hospital³. Whilst preventing burns is the priority, appropriate first aid (secondary prevention) can reduce the pain and severity of a burn. Many parents have limited knowledge of the correct immediate First Aid for Burns, and inappropriate or harmful home remedies are often administered.

The recommended burns first aid is simple:

COOL the burn with running water for 20 minutes,
CALL for medical assistance or advice
COVER the burn with cling film.

COOL, CALL, COVER has been adopted in the Burn First Aid Position Statement by the British Burn Association⁴.

These two key research findings: that hot drink scalds are a significant injury hazard to infants and toddlers, and when they happen parents are ill-equipped to administer optimal burns first aid, provide the background evidence supporting the SafeTea campaign.

References

- 1.Kemp AM, Jones S, Lawson Z, et al. Patterns of Burns and Scalds in Children. Archives of Disease in Childhood 2014; 99 :316–321.
- 2.Davies K, Johnson EL, Hollén L, et al. Incidence of medically attended paediatric burns across the UK. Injury Prevention 2019. doi:10.1136/injuryprev-2018-042881
- 3.Bennett, C.V., Maguire, S., Nuttall, D., Lindberg, D.M., Moulton, S., Bajaj, L., Kemp, A.M. and Mullen, S., 2019. First aid for children's burns in the US and UK: An urgent call to establish and promote international standards. Burns, 45(2), 440-449
4. Bennett CV, Hollén L, Quinn-Scoggins HD, Emond A, Kemp AM. Feasibility of Safe-Tea: a parent-targeted intervention to prevent hot drink scalds in preschool children. Injury Prevention 2019. (Published Online : 14 February 2019. doi: 10.1136/injuryprev-2018-042921)
5. Burn First Aid Position Statement by the British Burn Association <https://www.salisbury.nhs.uk/LookingAfterYourself/PreventionOfBurnsAndScalds/Documents/BBA%20First%20Aid%20Position%20Statement.pdf>

For further information about the research behind the SafeTea Campaign, please contact: info@safetea.org.uk

Evaluation

SafeTea is a multi-faceted intervention delivering messages using video, image and text, and one-to-one or group discussion, group activities and demonstrations. It has been piloted and tested in Cardiff, Bristol and London with a range of parents and professionals.

Repeated and consistent key messages will be delivered in different environmental settings, in an accessible way using a novel suite of materials. It will utilise social media, press, TV and radio, and NHS and injury prevention networks to provide a 'saturation' approach so that the key messages reach as many parents and carers of young children as possible across the UK.

The reach of the SafeTea campaign will be measured using web metrics, including sessions and downloads from the website, and the number of times the campaign messages are liked and shared.

Professionals and organisations who register to access the materials will be asked to complete a short online questionnaire about how they have used the materials. A link will be sent via email to the questionnaire in February 2020.

The impact of the campaign will be captured in before and after 'snapshots' of ED attendances in Bristol and Cardiff with hot drink scalds, and the use of first aid prior to attending hospital.



SafeTea
KEEP **HOT DRINKS** OUT OF **REACH**

Funding:

The SafeTea campaign is funded by grants from:

The Worshipful Company of Tin Plate Workers 2020 appeal

The VTCT Foundation

The British Burn Association

The Scar Free Foundation

Cardiff City Exchange

Cardiff University

Supporting organisations:

British Burn Association

Children's Burns Trust

Child Accident Prevention Trust

RoSPA

Scar Free Foundation

Institute of Health Visiting

Public Health England

Scottish Community Safety Network

NCPHWR, Wales

Cardiff University

University of Bristol