



**Take action
today put
them away**

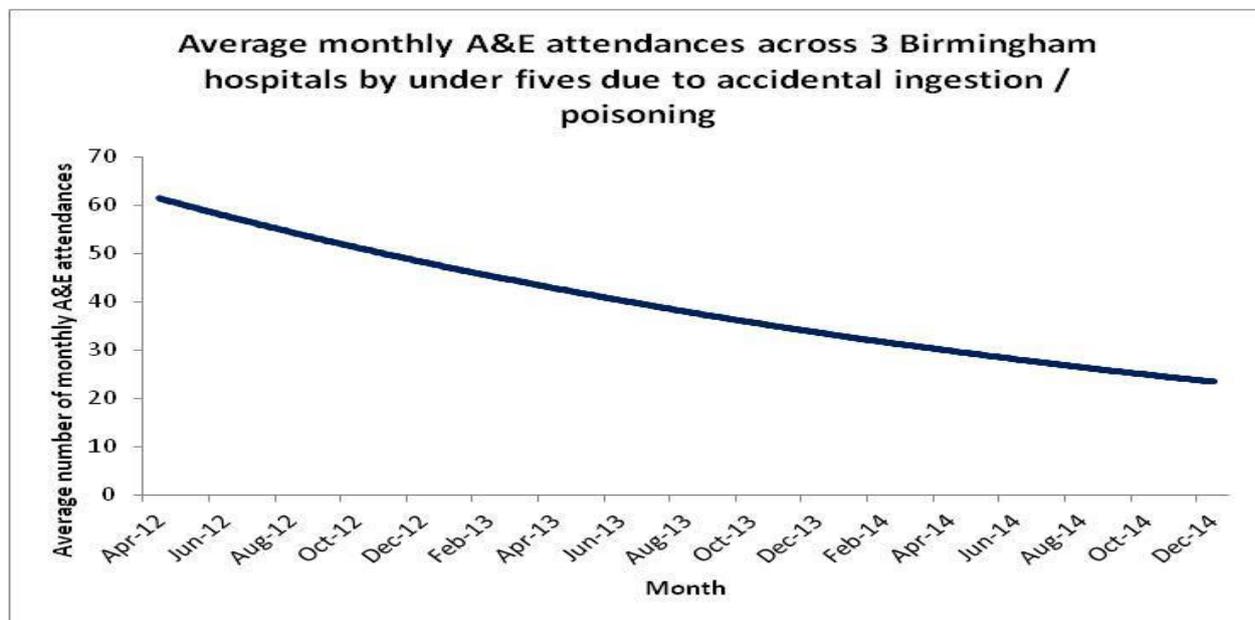
Take Action Today North West Briefing note

'Take Action Today, Put Them Away' is a campaign that aims to raise awareness of how to prevent household poisoning among children under five years old. This programme is now being rolled out across the North West.

Background

The first Take Action Today was launched in Birmingham and other areas of the west midlands in 2013 with great results. The programme was delivered by three Birmingham hospitals, children's centres and health visitors to over 40,000 families.

After the campaign the three Birmingham hospitals saw a significant reduction attendances due to accidental poisoning. The programme has been repeated in other areas of the UK with similar results.



The programme has been delivered across 12 areas of the UK including Liverpool in the North West.



Take action today put them away

The current position in the North West

A breakdown of the data below highlights the areas where admissions for accidental poisonings are high within the North West region.

Admissions for accidental poisoning children under five years old 2014-15 - 16-17

Area	Value	Lower CI	Upper CI
England	101.5	100.0	103.1
North West region	145.9	140.9	151.1
Blackburn with Darwen	165.5	133.5	203.0
Blackpool	186.3	147.5	232.1
Bolton	153.4	129.8	180.0
Bury	162.0	132.0	196.9
Cheshire East	158.0	134.5	184.3
Cheshire West and Chest...	162.6	137.7	190.8
Cumbria	169.5	147.5	193.8
Halton	105.8	76.6	142.5
Knowsley	113.6	85.3	148.2
Lancashire	170.6	157.1	184.9
Liverpool	78.2	64.3	94.2
Manchester	170.7	152.7	190.3
Oldham	166.4	139.9	196.4
Rochdale	171.5	143.2	203.8
Salford	149.3	124.6	177.3
Sefton	92.1	71.5	116.7
St. Helens	114.5	87.4	147.3
Stockport	156.2	131.4	184.5
Tameside	153.9	126.9	184.9
Trafford	144.9	119.0	174.8
Warrington	124.1	98.1	154.9
Wigan	106.8	87.2	129.6
Wirral	89.5	71.5	110.6

Source: Hospital Episode Statistics (HES), Copyright © 2017, Re-used with the permission of NHS Digital. All rights reserved

The logo for RoSPA (Royal Society for the Prevention of Accidents) features the word 'ROSPA' in a bold, sans-serif font. The letter 'O' is stylized with a colorful circular graphic inside it.

accidents don't have to happen



**Take action
today put
them away**

The Take Action Today North West Programme will be launched in January 2019 and will roll out over the North West during the year.

The aim of the campaign is to reach as many families with under-fives as possible with a magnetic pad that they can place on their fridge with the key messages of how to prevent accidental poisoning among their children.

It serves as a great reminder on a day-to-day basis but also provides a handy way of engaging families in conversation about preventing household poisoning.

Each participating area receives a supply of the magnetic pads based on the number of families with under-fives in the area and undertakes to distribute these over the next few months. The impact of the programme is measured through a mix of feedback from families on how the programme has increased their awareness and changed how they store household products, along with data on hospital admissions and (where available) attendances.

Other tools include briefing packs for those who work with families, factsheets and checklists. You can find out more about the programme on our website at <https://www.rospace.com/home-safety/advice/child-safety/household-cleaning-products/>

The programme usually begins with a media launch at a venue that is accessible to families and those who will be involved in delivering the campaign. Children's hospitals, children's centres and libraries are examples of previous venues.

RoSPA would therefore like to invite you to join us in partnership to deliver the Take Action Today programme across the North West over the next few months.

We hope that you and your organisation will be interested in participating and helping to make sure that children across the North West are kept safe from accidental poisoning. For further information please contact:

Jim Oram (Tech IOSH)
Public Health Project Officer
T: +44 (0) 7790776657
E: joram@rospace.com
www.rospace.com

**Keep Your
Child Safe**

ukcpi
UK Cleaning Products Industry Association



accidents don't have to happen



**Take action
today put
them away**

If you would like to know more about Take Action Today Put Them Away North West please copy and paste the form below and return to: joram@rospa.com

Yes, I am interested in participating in the North West Take Action Today programme _____

I would be interested in providing a venue for the launch event in January 2019 _____

I would be interesting in providing a venue for an alternative month in 2019 _____

I would be interested in attending a briefing session _____

Name

Title

Organisation

Contact details

Keep Your
Child **Safe**

