



# Evaluation of an Early Childhood Burn Prevention

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## BACKGROUND

Burns and scalds are a leading cause of injury related hospital admission for children under 5 years of age.

Potential contributing factors are that:

- Parents are unaware of burn hazards in the home
- Precautions are not taken to modify the home environment
- The child's abilities are incorrectly estimated.

*Too Hot for Tots* – a professionally produced video with accompanying brochure package – targets parents and caregivers knowledge gap around burn injuries. The long-term goal of this program is to reduce the number of preventable thermal injuries that occur among children in BC.

## GOALS & OBJECTIVES

This project evaluated the *Too Hot for Tots* program in its ability to change the knowledge, attitudes and practices of parents and caregivers of children 5 years of age and under around burn risk perception and prevention.

### Objectives

To determine if the:

1. *Too Hot for Tots* video & brochure package presented in a public health setting effectively promotes change in parental knowledge, attitudes and practices regarding burns prevention in the home.
2. *Too Hot for Tots* brochure package alone (including an online link to the video), is as effective in promoting change in parental knowledge, attitudes and practices when given as a primary resource as compared to a presentation in a public health setting.

## METHODS

A cluster-randomized controlled trial with baseline data collection was used. The target population was parents of children aged 0 to 5 years. Parents were accessed through the 'Mom and Baby' Public Health sessions within the Vancouver Coastal Health Authority. Only the video group completed the pre-test. Both the video and the brochure groups completed a four month follow-up post-test. The video group viewed the *Too Hot for Tots* video and received the brochure (with online access to the video) during their Public Health session, while the brochure group only received the brochure and then engaged in a non-injury related topic such as dental care, immunization, etc. Paired t-tests and linear mixed effects modeling were used to analyze the data.

## RESULTS

The video group demonstrated **statistically significantly** higher knowledge, attitude and practice scores 4 months after the video sessions as compared to before viewing the video and receiving the brochure package.

The video group demonstrated **statistically significantly** higher knowledge, attitude and practice scores 4 months after the intervention sessions as compared to the brochure group.

## CONCLUSION

Results of this evaluation support dissemination of this valuable public health tool. The *Too Hot for Tots* video and brochure package is effective in changing knowledge, attitudes and practices around burn risks and prevention. Dissemination of the brochure package alone is not supported.

## DISSEMINATION

*Too Hot for Tots* will be disseminated to Provincial Public Health Agencies and BC Professional Fire Fighter departments. It will be made available to Firefighters, Nurses & Public Educators who work with families of children under the age of 5 years. This resource is currently being translated into various languages, with dissemination scheduled for February 2012.