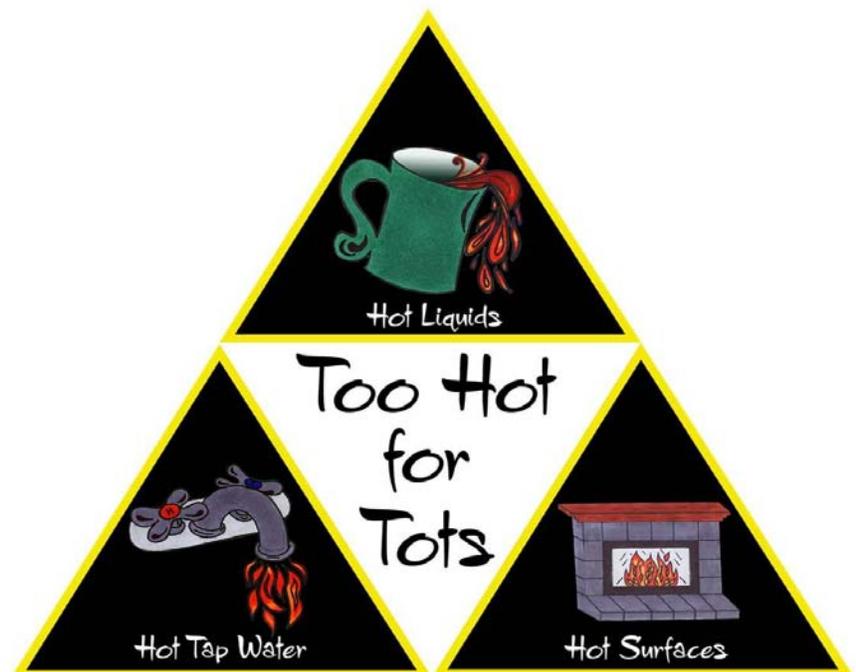


# SURVEY REPORT



March 25, 2013

## Too Hot for Tots! Survey Findings

March 2012, Too Hot for Tot! Tool kits containing parent and educator resources were mailed to 134 Public Health Units, 90 Early Childhood providers and 53 fire halls throughout British Columbia. Recipients were surveyed several months later to gather feedback on these products. This report is a summary of those findings.

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## EXECUTIVE SUMMARY

This past October, a follow up survey was sent to the front line educators around the province who had received the Too Hot for Tot! Tool kits during the provincial launch of the program last March.

The objectives of this survey were to obtain feedback on the parent and educator resources that were developed for the program, and to find out how they were being used in the field.

Through this process we also wanted to create a contact list so that we would be able to keep our community partners up dated and informed on practice changes, and forward to them new information as it became available.

## METHODOLOGY

Initially, the only contact information we had for the provincial Public Health units and Early Childhood providers was the original mailing list used for the launch. This information was insufficient, a task was undertaken to identify the email addresses and contact personnel for 224 locations of which 192 were identified. At the same time, a detailed 17 question survey was developed using the online survey provider SurveyMonkey.com.

The fire hall locations were not included in this survey because preliminary inquiries indicated that most were not yet using the resource in parent education settings and would therefore have difficulty answering the resource rating and practice questions.

The survey questions were divided into three parts;

Part 1 - Background Information on resource delivery

Part 2 - Resource Rating

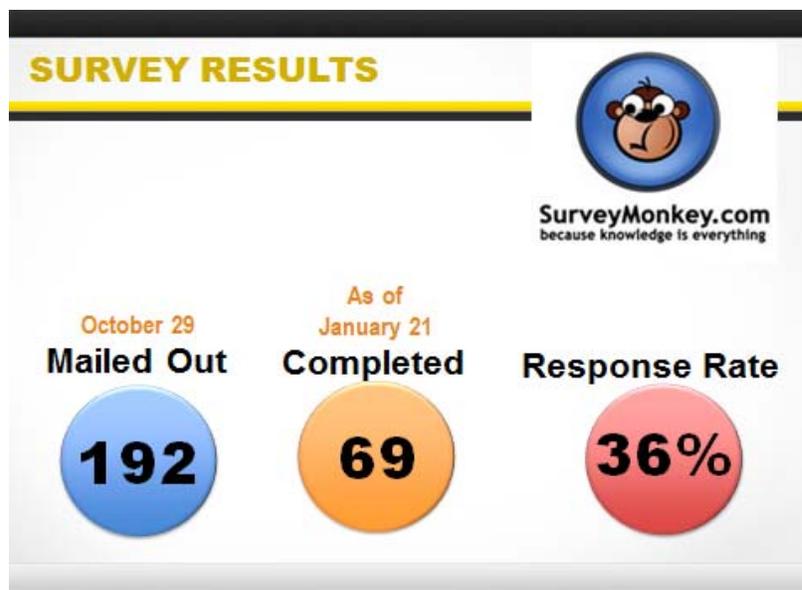
Part 3 - Educator Support Going Forward

The survey was emailed October 30<sup>th</sup> 2012, and a month was set aside to collect and review responses.

The initial survey response was disappointingly low with only a 20% response rate.

To garner more feedback, we elected to conduct the survey by phone. This increased the response rate to 36% with 69 respondents “completing” the surveys, however 6 respondents did not answer the resource rating questions, therefore only 63 responses are used in our calculations and report findings.

While conducting the phone surveys we gained valuable information from front line educators. These conversations helped us understand what additional information was required, and how we could better support educators. We also discovered what was working well and received some very positive feedback.



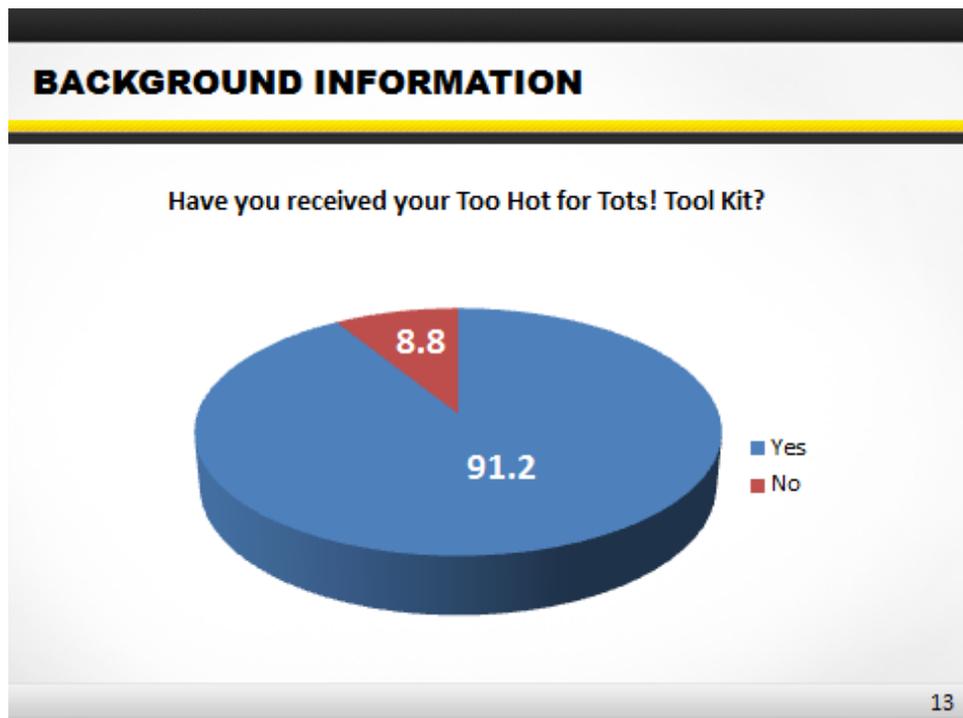
## SURVEY FINDINGS

### Part 1 - Background Questions:

Participants were asked to provide feedback on whether they had received and were using the Toolkits. We also asked for additional contact information to complement our existing list.

The Too Hot for Tots! Tool Kits were mailed to 134 Public Health Units, 90 Early Childhood Resource and Referral Centers and 53 fire hall locations around the province during the first two weeks of March. As previously mentioned, we only surveyed Public Health nurses and ECE educators for this report.

Agencies were notified about the impending launch through the BC Council for Families Weekly E-Newsletter in April.



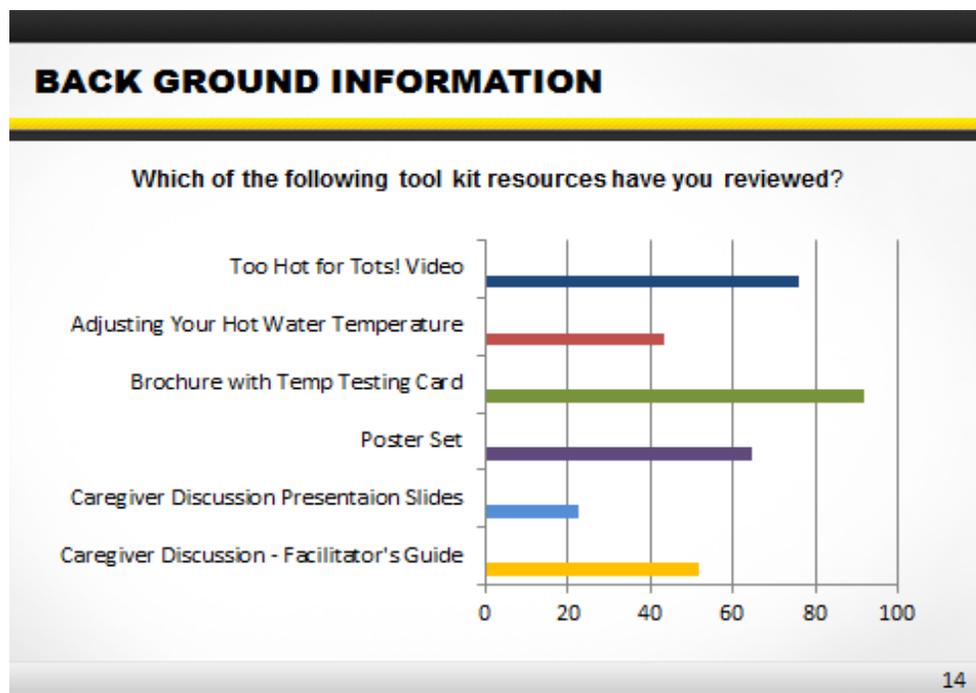
### QUESTION 1: RECEIPT OF THE RESOURCE?

91.2% of respondents said that they had received the Tool Kit. The 8.8% who responded that they had not, reported this was because they were either new to the facility, or the staff member who received the resource had not informed the other staff of its existence. Typically it had been shelved with the other teaching materials.

## Toolkit Resource Components

The Tool Kits included the following 6 resources and a letter from Alyson Mckendrick, the coordinator for Safe Start explaining why these resources had been developed and how they were to be used in parents education settings.

- 1 - DVD (Too Hot for Tots! Video, Adjusting Your Hot Water Temperature video and Caregiver Slide show)
- 1 set of 4 laminated wall Posters (8.5" x 12")
- Brochures with Hot Water Temperature Testing Card enclosed
- Educator's Handbook (hardcopy)
- Caregiver Discussion - Facilitators' Guide (hardcopy)

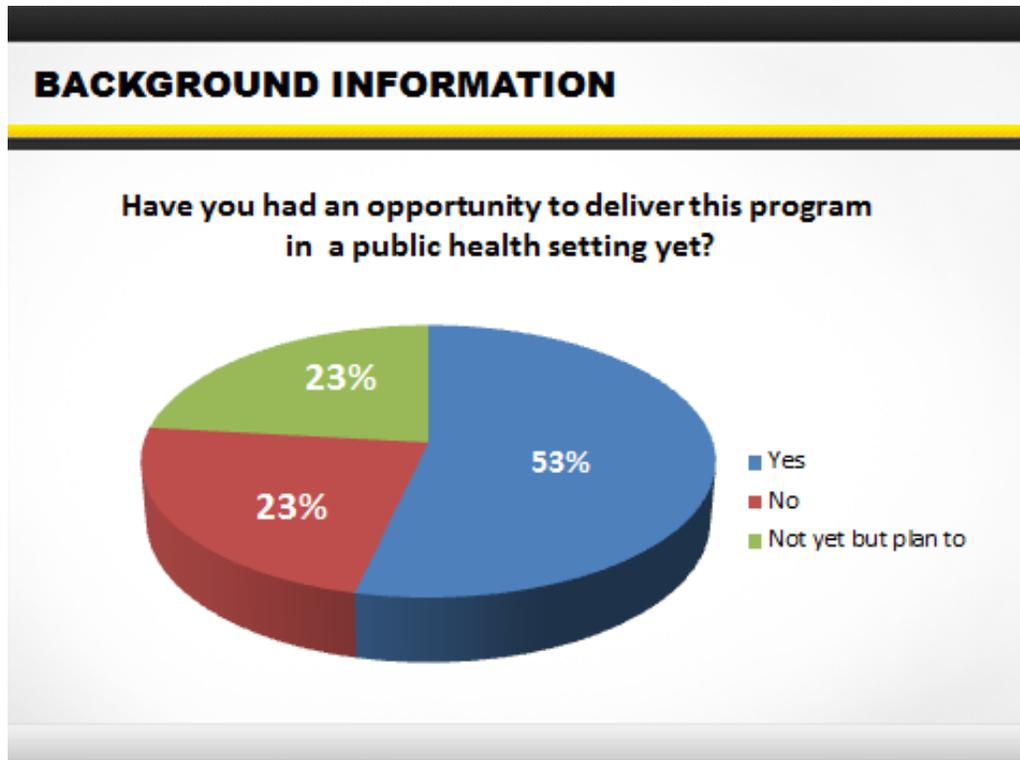


## QUESTION 2: RESOURCE REVIEW?

The **Parent Resources** (Video, brochure and posters) were the most commonly reviewed tools, whereas the **Educator Resources** were often overlooked. Lack of time was the most common reason cited.

## Delivering the THFT Program with in British Columbia

Although the THFT program has been developed to be distributed nationally, the initial release and survey concentrated on local communities within British Columbia. We were interested to see if educators were incorporating the Too Hot for Tots! program into their parent education curriculum.

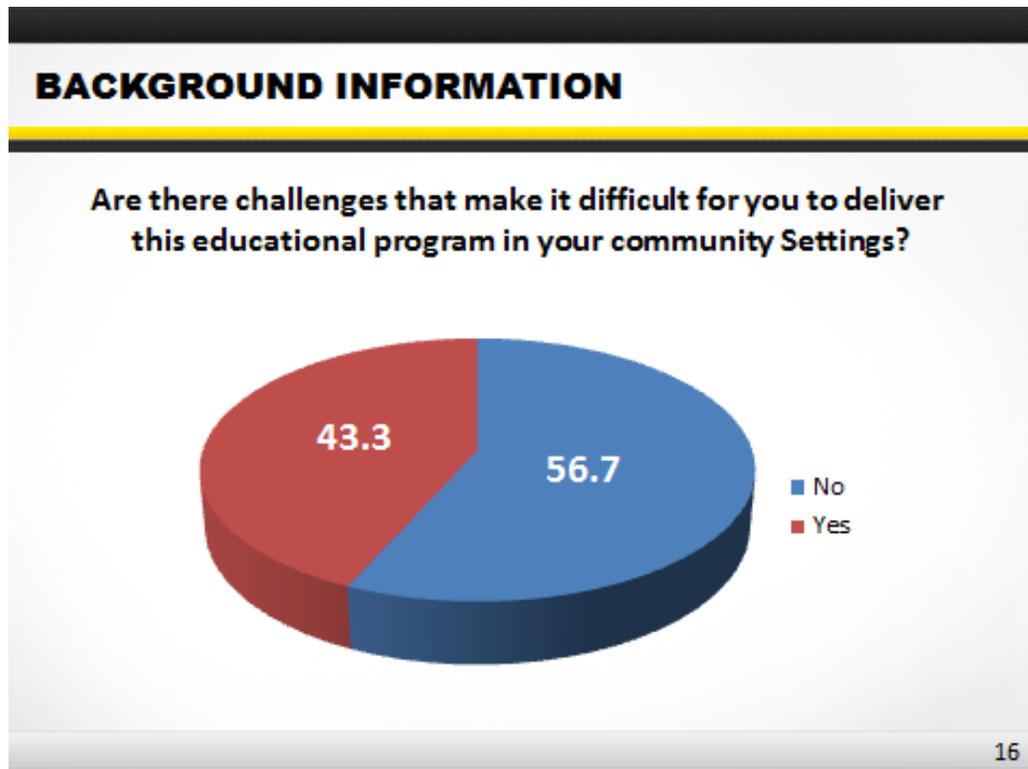


### QUESTION 3: HAVE YOU DELIVERED THE PROGRAM YET?

It was encouraging to see that 53% of the educators were already using the resources and that a further 23% were planning to use it in future.

## Challenges to Delivering the Program

Wanting to better understand the challenges educators might face with respect to implementing the program, we polled recipients to find out what those challenges might be.

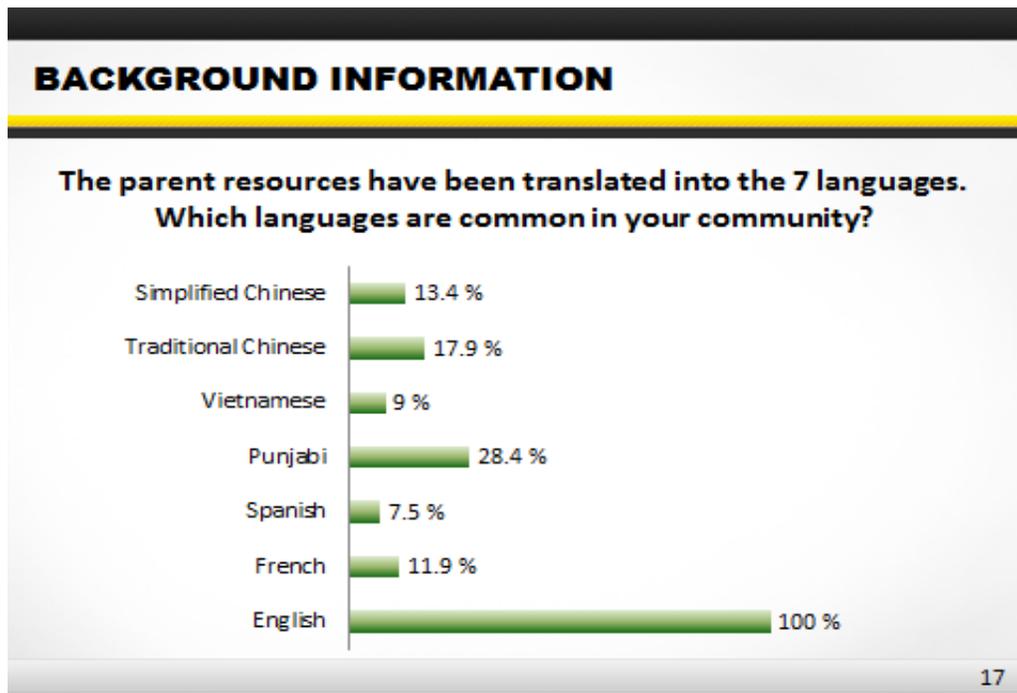


### QUESTION 4: CHALLENGES TO DELIVERING THE PROGRAM?

Again, lack of time was the most common explanation given as to why it was difficult to deliver the program in the community setting. Educators also explained that the opportunity for direct contact with families is often limited and post partum groups attract only a small number of mothers.

## Distribution of Translated Languages

This information will help us understand which languages will be in demand so that we can reproduce resources accordingly.



### QUESTION 5: WHICH LANGUAGE IS MOST COMMON?

It's clear from this graph that, after English, Punjabi and Chinese were the most common languages spoken.

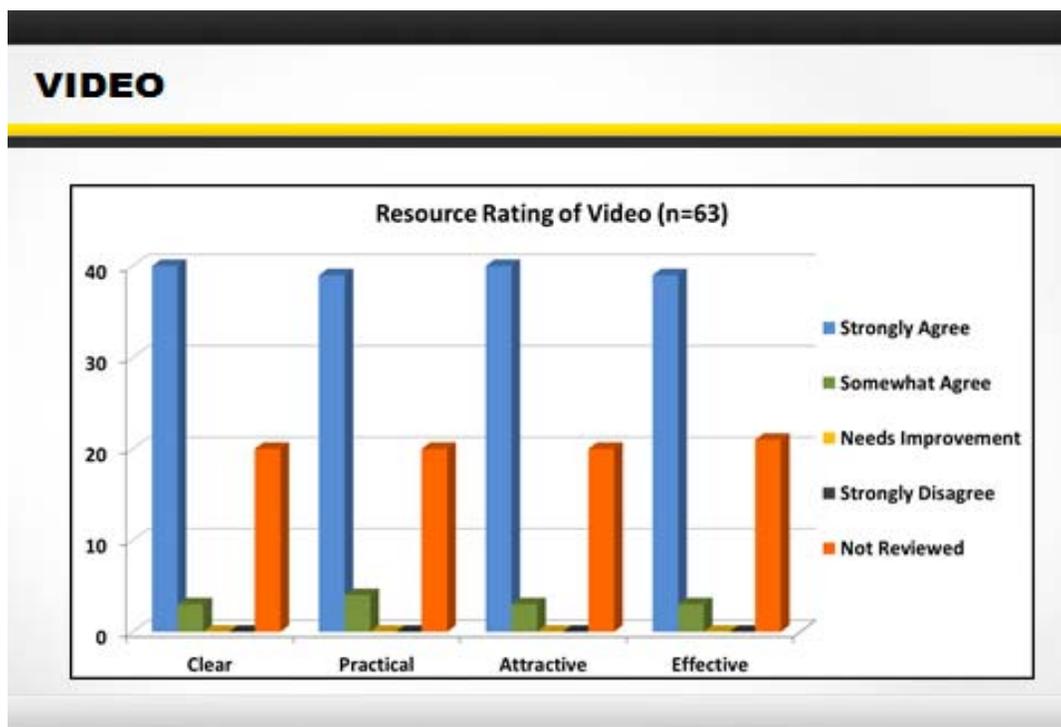
### Part 2 – Resource Rating

The second part of the survey asked educators to provide feedback on **each of the 7** resources that were developed for the Tool Kit using the following rating characteristics:

- **Clarity** - was the information easy to understand and deliver?
- **Practical** - is the information useful and beneficial for the caregivers?
- **Attractive** - was the information well designed and attractively organized?
- **Effective** - did the information increase their knowledge about pediatric burn injuries and prevention strategies?

For each question, the survey provided the following options to choose - only one answer was allowed per question:

- Strongly Agree
- Somewhat Agree
- Needs Improvement
- Strongly Disagree
- N/A (if they hadn't reviewed the resource at all)



### QUESTION 6: RATING OF 17 MINUTE VIDEO?

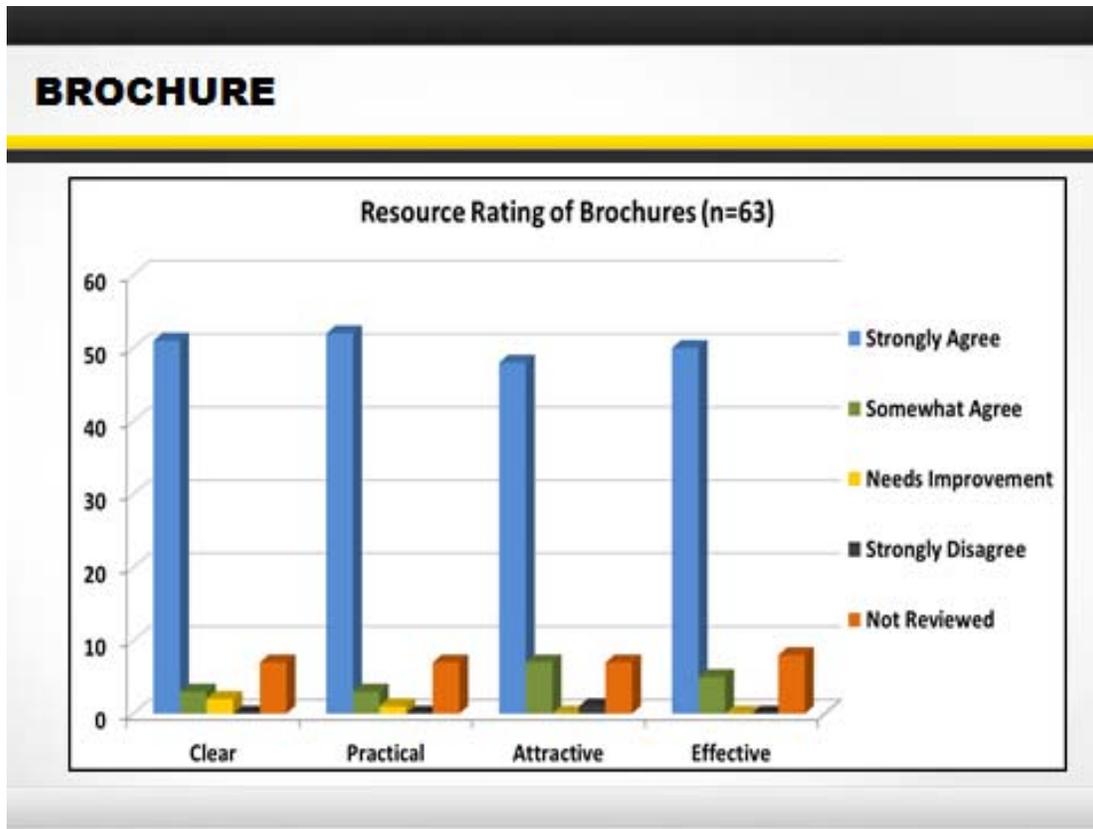
The Too Hot for Tots! Video, which is the main component of the Tool Kit, received the highest score in all 4 perspectives and was perceived as “well done”.

Unfortunately, the second highest score for the video was “not reviewed”. Given that this is the most important component of the tool kit this is concerning.

The most common reasons educators gave for not reviewing the video was lack of time, or because they were not aware of the resource. In some cases, the Tool Kits were received but then put away on a back shelf

and discovered by chance. Another reason nurses gave is that they often work in multiple locations, and don't know where the resources are kept in each location.

## Parent Resources

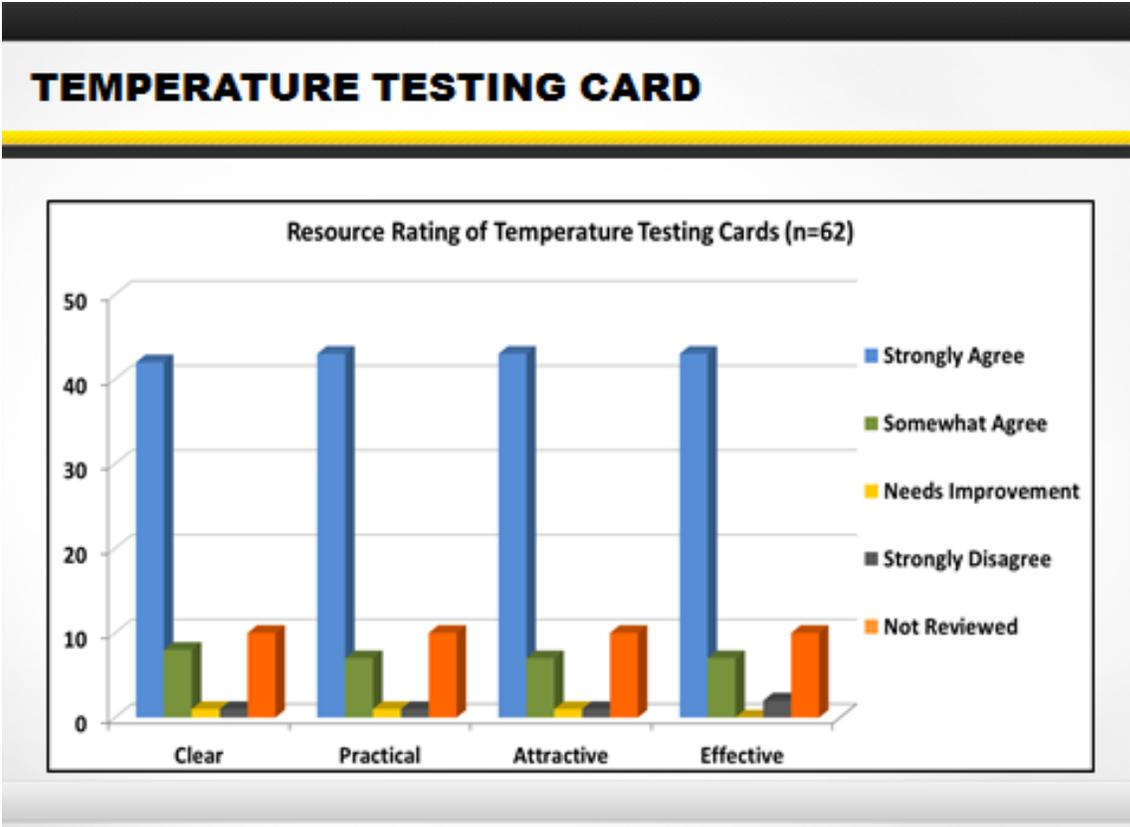


### QUESTION 7: BROCHURE QUALITY?

The brochure was the most reviewed resource in the tool kit and received high scores in all 4 spheres. Suggestions for improvement were to reduce the amount of information contained in the brochure. The difficulty is that if we reduce the verbiage we may compromise the clarity of the information and ultimately put a child at risk.

Without adequate explanation the parent may misunderstand how the temperature testing card is to be used. For example, they may think the temperature card is to be used to test the temperature of their *child's bath water* instead of the *hot water tank* temperature which could result in a scald injury. A great deal of wording was required to ensure this fact is distinct.

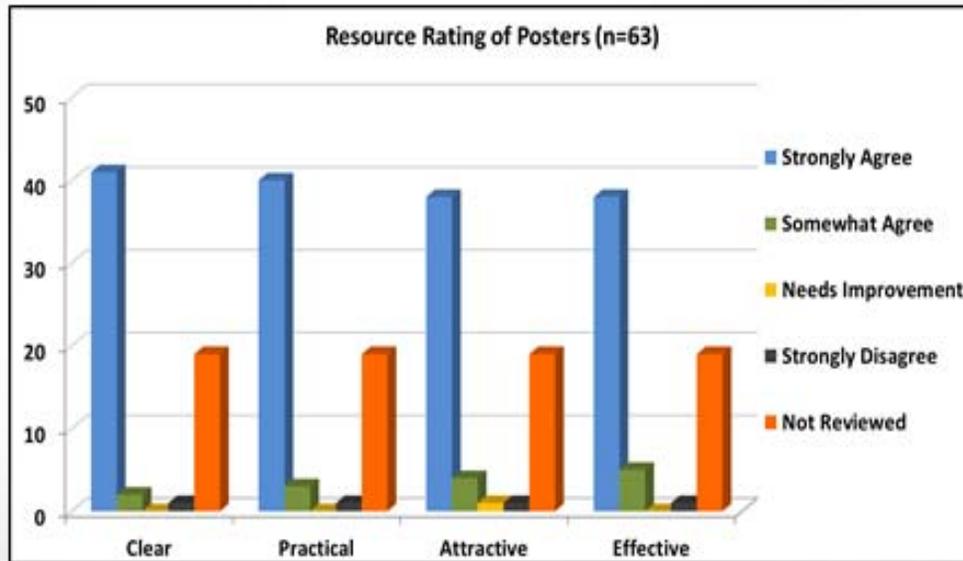
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QUESTION 8: TEMPERATURE TESTING CARD?

The Temperature Testing card is included in the brochure, therefore received a similar ratings to the brochure.

## POSTERS

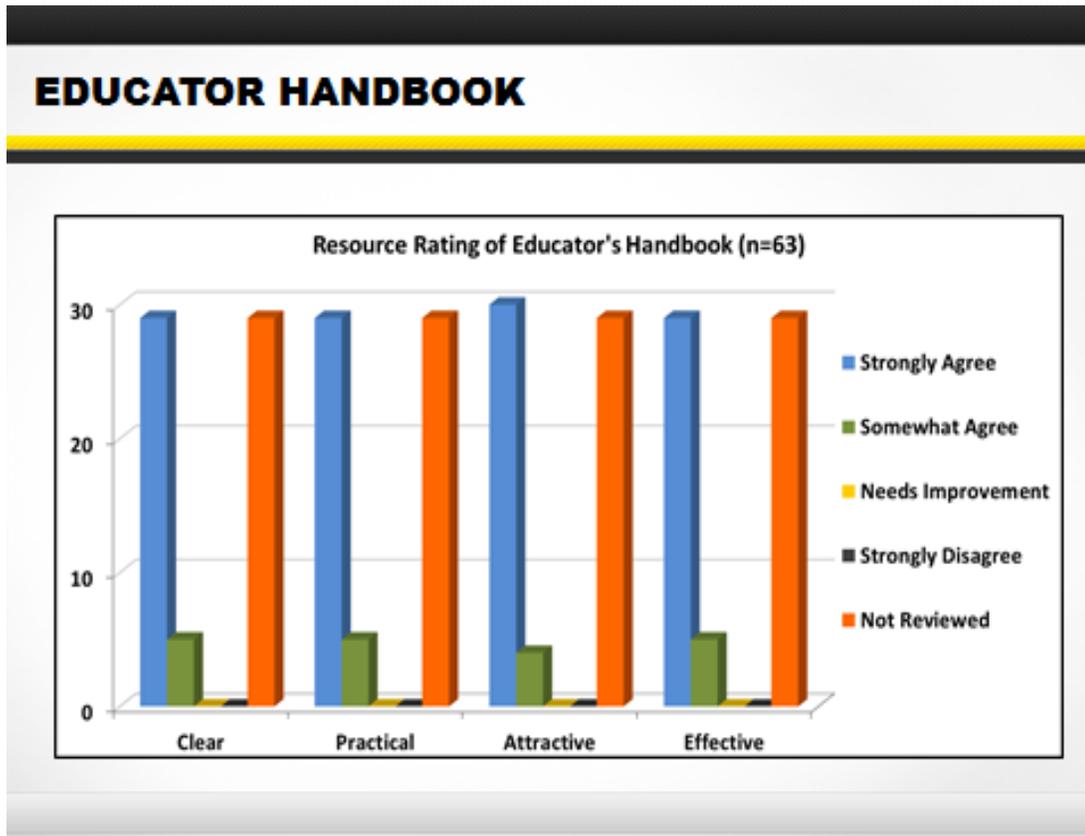


### QUESTION 9: POSTERS?

The **Too Hot for Tots!** Wall poster set (22" x 17") includes 4 posters highlighting the key messages about thermal injuries that result from; Hot Surfaces, Hot Water and Hot Drinks as well as First Aid treatment for a burn.

The posters are a highly visual tool so it makes sense that this resource was reviewed upon opening the package.

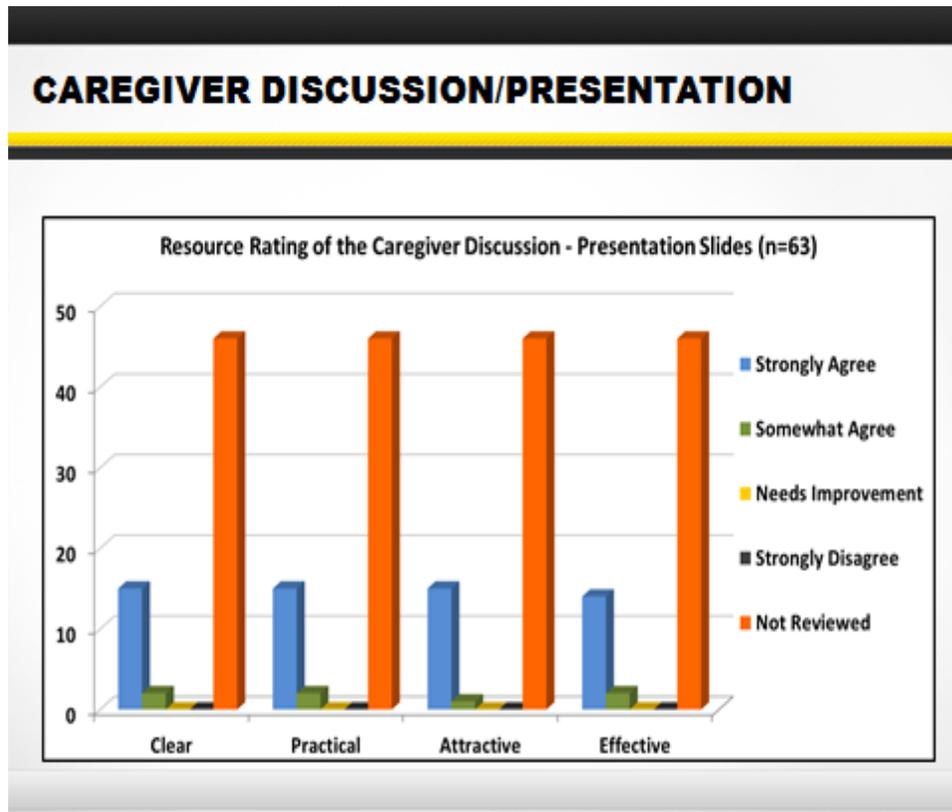
**Educator Resources**



**QUESTIONS 10: EDUCATOR HANDBOOK?**

We included a letter with the tool kits explaining why each resource was developed, and how they were intended to be used. Recipients however said they were either not clear on how to use the resources together, or didn't have time to review them.

Those who reviewed the Educator Handbook gave it a high rating in all four spheres. The other half simply haven't looked at, and again they said this was due to a lack of time.



### QUESTION 11: CAREGIVER DISCUSSION/PRESENTATION?

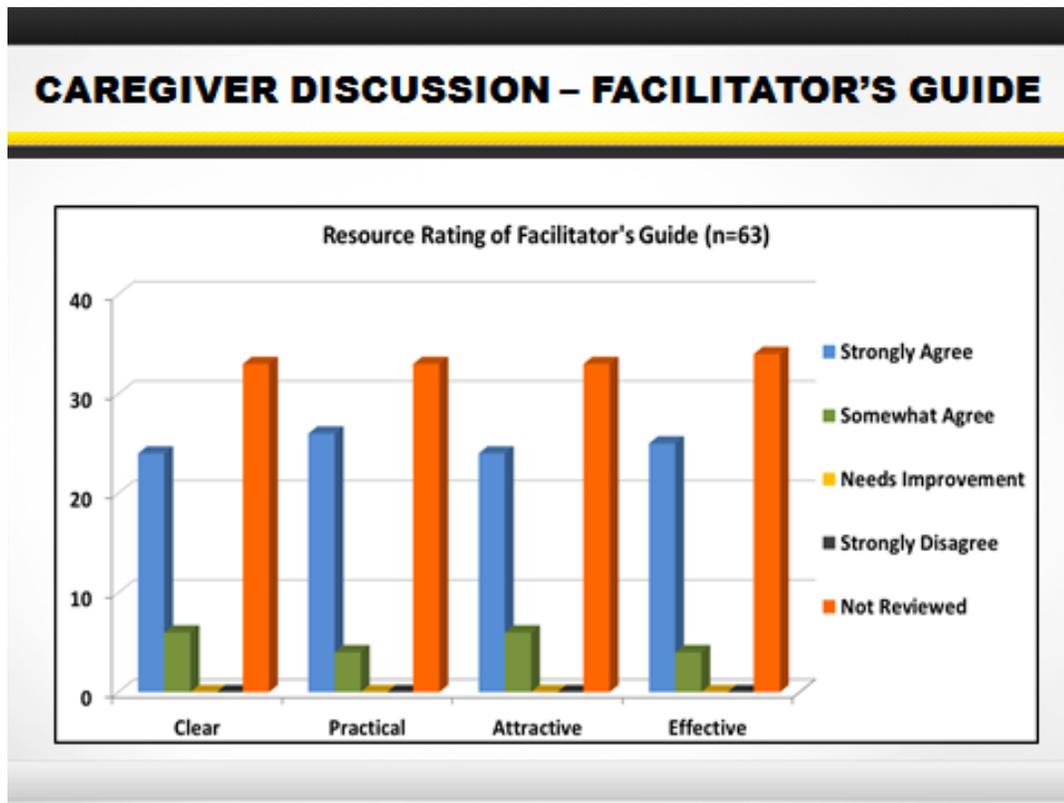
It is clear from the “not reviewed” responses that the educators either did not understand why this resource was developed, or how it was intended to be used.

Many also said they did not have time in these sessions to show the slide show after showing the 17 minute Too Hot for Tots! Video.

It is so important to encourage parents to talk and think through what they have learned from the video.

We also need to provide time to discuss the barriers that may get in the way of implementing the prevention strategies recommended.

Realizing that many educators do not see how they can easily use this resource to support this level of discussion is a concurring.



## QUESTION 12: CAREGIVER DISCUSSION - FACILITATOR’S GUIDE?

Again educators did not understand why this resource was developed and how it was intended to be used.

The Facilitator’s Guide contains thought provoking questions and scenarios that correspond visually with the Caregiver Discussion Slides.

Simply asking if there are “questions” is too passive and often people are reluctant to speak up in a crowd. They may also need time to process the information they have just watched in this powerful video.

## CONCLUSIONS

It appears that the biggest obstacle for educators to review and deliver this valuable material in a public health setting is “**time**”.

There are two time challenges that need to be addressed, (1) **time** for educators to **review** the resources so they have the necessary knowledge to facilitate a session; and (2) adequate **time** to **provide** the Too Hot for Tots! program in community settings as designed.

The Impact Evaluation of this program clearly indicated that program delivery in a community setting is *the* most effective way to increase and change parent’s knowledge, attitudes and practices around burns prevention in the home. Click [here](#) to view the full report.

## RECOMMENDATIONS

The survey results demonstrate that Public Health nurses and Early Childhood Educators require educational support in order to fully appreciate the value of the program and guidance on how to effectively delivery the program in their community settings.

We believe that the following recommendations will ensure the appropriate utilization and uptake of the program by community educators so that new parents across the province get this vitally important education.

- 1) Provide dedicated training support through on-line webinars and workshops to ensure effective program delivery and implementation. Click [here](#) to schedule a 3 hour workshop presented by Frances MacDougall, developer of the Too Hot for Tots! program.
- 2) Revise the Educator’s Handbook, to address identified issues and provide best practice recommendations on how to effectively delivery this training in community settings.
- 3) Incorporate *Too Hot for Tots!* into the core curriculum education for new parents such as; “A Million Messages” and “Best Beginnings” .
- 4) Include the *Too Hot for Tots!* brochure in post-partum packages and ensure that this is a safety topic on the check-list which nurse’s review with all new parents.
- 5) Develop a comprehensive social media campaign to educate the public about this common, serious and preventable source of pediatric injury.

### On-going Training

As a result of this survey, we invited provincial educators to participate in a 1 hour webinar.

During this webinar, we provided an overview of pediatric thermal injuries and the significant social and economic burden they place on society. Each resource was reviewed and best practices suggestions and

techniques were provided. In addition to familiarizing educators with the resources, we wanted ensure that educators understood how to use these resource to achieve the ultimate objective, motivating behaviour change so that parents adopt the prevention strategies recommended.

Educators indicated that the webinar gave them the information needed to use the resources during their parent-infant groups. Some commented that additional webinars or workshops would be helpful to support implementation of the program in their community settings.

Frances MacDougall has been invited to conduct a number of training sessions with Public Health nurses and Early Childhood Educators. Most recently, the BC Council for Families asked her to provide a 3 hour training session for their “Nobody’s Perfect” facilitators.

The comments below indicate that participant felt equipped and inspired to implement the program following the workshop, which substantiates and supports the primary recommendation in this document “to provide dedicated training support to ensure effective program implementation”.

### **The Nobody’s Perfect Educator’s Workshop Feedback**

- Important topic, engaging session, it held my interest and challenged my position on this resource.
- I will use this with my groups for sure! The layout and this training have made it very easy for me to just implement.
- I fully expected to be bored during this portion of the day. Believing that the information should be common sense and self-explanatory. I was pleased to be able to bring back information that is useful to my group.
- Very informative and useful.
- The tool kit is well prepared and I enjoy that there is a video and facilitator's guide included.
- Very organized and practical.
- I was very skeptical of the workshop in the beginning because I thought that the information was going be basic and redundant to what I already knew. I was pleasantly surprised and I feel that I learned a lot from this workshop.
- I will definitely use things I learned from this workshop in my work with families.
- I have more facts and knowledge to better educate parents regarding burn prevention and safety.
- I will hold one parenting session just on this topic. I'm sure it will increase their awareness on preventing children from burn injury.

The long term goal of this program is to reduce the unacceptably high number of *preventable* pediatric thermal injuries in British Columbia. This will require the support and endorsement of public policy makers to ensure that Too Hot for Tots! is widely implemented and delivered as designed.