Evaluation of an Early Childhood Burn Prevention
Frances MacDougall RN, Kate Turcotte MSc, Cynthia Verchere MD and Shelina Babul PhD
BC Children’s Hospital, BC Injury Research and Prevention Unit, University of British Columbia

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.