



July 2014

Children's messages about home safety

Public service ad campaigns have long been used to deliver important messages to the public, raising awareness about particular issues and influencing how people think and behave so that all of society is better. RoSPA began producing safety posters in the 1920s where people started driving cars, because they wanted to help the general public think about safety on the roads.

Throughout the years, they expanded their ads to reflect a wide variety of safety issues. In the Home Free workshops, children looked at old RoSPA safety adverts, thinking about the relevant issues and the way the various safety messages were portrayed. Reflecting on the activities and their own experiences, the children created their own billboard adverts containing safety messages for other children. The children's adverts are shown throughout this report.

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Thanks

We would like to thank the following schools who have worked with us in this consultation project. To all the children who participated in this consultation either through participation in the whole-day *Home Free* workshops or through taking the time to fill in the home safety survey, thank you for sharing your thoughts, opinions and experiences with us.

Dunbarney Primary School, Bridge of Earn, Perth and Kinross
Blackness Primary School, Hawkhill, Dundee City
St Francis RC Primary School, Port Glasgow, Inverclyde
Leith Walk Primary School, Leith, Edinburgh City
St Ronan's Primary School, Innerleithen, Scottish Borders

We would also like to thank Krystallia Kyritsi, University of Edinburgh PhD student, for volunteering her time to participate in the delivery of the workshops.

Thanks to the funders:





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About this consultation

In Scotland, accidents and unintentional injuries in the home are one of the main causes of hospital admissions and deaths to children under the age of 15, with many such accidents being largely preventable. The Royal Society for the Prevention of Accidents (RoSPA) is a registered charity that has been at the heart of accident prevention in the UK and around the world for almost 100 years. RoSPA is committed to safety and the prevention of accidents at work, at leisure, on the road, in the home and through safety education, all the while seeking the right balance between prescription and individual choice. A key RoSPA principle is that life, particularly leisure time, should be as safe as necessary, not as safe as possible. This means that good accident prevention is about enabling activities to be managed safely. A big part of RoSPA's mission is to stop accidental injuries in childhood, and with this aim in mind, they have commissioned the Children's Parliament to research how children in Scotland think about safety.

Children's Parliament is Scotland's Centre for Excellence in children's human rights and children's participation aiming to improve outcomes for Scotland's children through the fulfilment of children's human rights. Children's rights are those rights outlined in the United Nations Convention on the Rights of the Child (1989). Consideration of these rights necessarily makes us think about the kind of families, communities and society in which we want our children to grow up. At Children's Parliament, we recognise the importance of engaging children as they become increasingly aware of the world around them and they have an openness to learning the skills, values and behaviours that will establish participation as a habit throughout their lives. However, childhood is also a time when there are concerns about vulnerability and as a result, children may need extra care, support and protection.

Children's safety and wellbeing is of paramount consideration in Scotland, as shown through policy framework such as the Getting it Right for Every Child (GIRFEC) approach, which aims to ensure all children grow up being safe, healthy, achieving, nurtured, active, respected, responsible and included (known in the context of GIRFEC as the SHANARRI indicators).

Children are excited to explore the world around them and learn about what is possible for themselves and their communities. They learn best through the kind of creative, active and participatory approaches which define the work of Children's Parliament. This methodology creates the space for children to share their thoughts, feelings and ideas within a safe environment. It is essential that adults hear directly from children about their experiences, opinions and ideas about the issues that impact on their lives, whether through direct conversations, artwork or video. Children's Parliament aims to ensure that children's voices are included in our social and political landscape.

This consultation project, titled *Home Free*, sought to gather children's views on safety in their own homes, what they think the main issues are in this regard, and how they think accidents might be prevented. To do this, Children's Parliament worked with children in five areas across Scotland, both urban and rural: Perth and Kinross, Inverclyde, Dundee City, Edinburgh City and the Scottish Borders.

The consultation included:

Creative workshops: where we engaged with 80 children aged 9 - 11 in full-day workshops to explore their perspectives on and understanding of home safety issues. Through a range of creative methods, we thought about what children need to keep themselves safe, where they learn about looking after themselves, and who the best people are to give them information on safety.

Survey: a child-friendly survey regarding home safety was undertaken by 153 children in total, aged 9 - 11. As the creative workshops were limited to include 15 - 20 children per school, in order to increase the number of children's views gathered, 153 additional children in the schools undertook the survey.

In this report we use direct quotes from children, as well as the drawings they have done in the workshops and through the survey, to put forward their views on safety in the home.

A short film of the workshops was made by Hugh Farrell and is available for viewing on the RoSPA and Children's Parliament websites:

www.rospa.com/homesafety www.childrensparliament.org.uk





Summary of key messages from Home Free



Knowledge and understanding of rights helps keep children safe – many children are not aware that they have the right not be abused or hurt, but to be loved and cared for. The quality of the relationships we as adults build with children has a direct impact on our ability to keep those children safe. Positive relationships based on trust and respect directly contributes to a child's protection, by the child being able to talk to adults when there is something wrong or even just when something doesn't feel quite right.



Children do feel a shared sense of responsibility for their own safety. Although adults play a considerable role in keeping children safe and protecting them from harm, children want to learn how to look after them themselves as well, because adults will not always be there to do this for them. They thought that as they got older, they became increasingly responsible for their own safety.



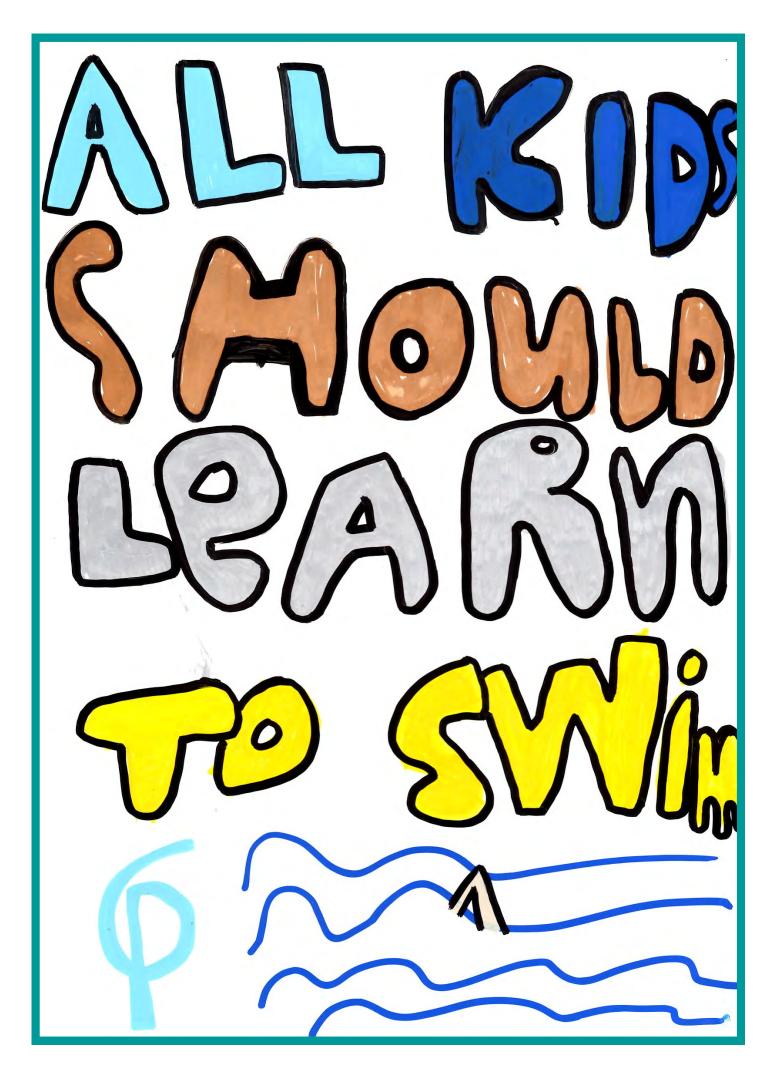
When teaching children about safety, it is very important to start from where the child is. That is, find out what they already know, and what they would like to know more about, so that rather than re-teaching them the same things repeatedly, we teach them new and interesting things. Children have lots and lots of questions about almost everything and enjoy sharing stories of their own experiences. We as adults need to seize those opportunities and use their natural curiosity to create rich learning experiences which could result in them being more aware about safety issues, thus preventing accidents from happening.



Safety education and information be it in schools or in the home is often taught in a way in which children are the passive recipients of such learning, often resulting in children feeling disregarded or bored. Studies show that children learn best through active participatory learning and exploration. While children tell us they feel responsible for aspects of their personal safety, and understand the importance of learning about safety, they also tell us that they often 'switch off' when being lectured by adults on what not to do. If we really want to prevent accidents and teach children how to keep themselves safe more effectively, then we need to find more creative and interactive methods of teaching this subject.



Lastly, it is important for organisations and people who work with children to routinely and consistently speak with children and listen to their views. Children see the world differently to adults and can be very insightful, often thinking about things that we, as adults do not. Not only does this commitment demonstrate respect for and value children's views and experiences, it also acknowledges how children can contribute to and shape discussions about issues that affect their lives.



What children need

One of the primary objectives of the Scottish Government is to make Scotland the best country in the world for children to grow up in. We recognise the importance of children having all the basics of life, such as food, warmth, shelter and clothing but also the value of feeling loved, secure and listened to. Instead of telling children what they need in life, we began the workshops by asking children to share with us their thoughts and opinions about what they need to be healthy, happy and safe.

HAPPY

People to care for you

A family
Friends
Support if you're hurt or have problems
Love
A home
Enough money
Pets to keep you company and play with
Freedom after school

Holidays sometimes

To be able to play sport

A hobby or a club to be a part of

HEALTHY

Good food
Clean water
Shelter that's warm
Clothes that don't have holes in them
Health care and medicine whenever you
need it
Doctors for when you get hurt or have an
accident
The chance to exercise
Fresh air to breathe

SAFE

Learn about how to be safe around animals

A safe home and school
Guide dogs for blind people
Education to learn how to look after yourself
A family to keep you safe if you forget how
Adults to watch you when you are playing
The right safety equipment, likehelmets, seatbelts, training wheels and brightly



About children's rights

In small groups, children discussed the difference between their needs and wants. They talked about what they thought children in Scotland needed and wanted to have a happy, healthy and safe childhood. All children who took part were given a leaflet about the United Nations Convention on the Rights of the Child (UNCRC) and the chance to discuss and ask questions about it.



The children involved in this consultation felt strongly that all children need to learn more about their rights, in particular their right to feel and be kept safe at all times.

At Children's Parliament, we strongly believe in and promote Article 12 of the UNCRC, children's right to be heard about all matters affecting them. This is reflected in the way we engage and work with children at all levels. After introducing Children's Rights to the groups, the children were read a series of statements and had to decide how they felt about each one. They were given the opportunity to share their thoughts and opinions on each statement, some of which are recorded below.

Scotland is a good place for children to grow up.

76% agree

19% don't know

5% disagree

"I agree because in this country we have things like hospitals and healthcare when we get sick, and we can all go to school for free, and there are lots of parks and places to play."

Unanimous agreement that all children everywhere had the right to be kept safe, "even if they were naughty."

"Don't know, because there are some good things and some bad things about growing up here. We are luckier than children in countries where there isn't enough water or food and stuff, but also it rains a lot here and we don't get to do lots of sports outside like in other places where it's sunny a lot."

I believe all children have the right to be kept safe.

100% agree

I know how to keep myself safe when I am at home.

73% agree

18% don't know

9% disagree

"I said I agree- because my mum and dad have taught me how to look after myself at home, and sometimes when they go to pick up my little brother from school, I get left at home by myself and I do keep myself safe."

"Disagree, I don't think I know how to keep myself safe all the time. I do a bit, but not completely." "I don't know because I do know how to, I have learnt about it but I don't always think about it and I do have accidents sometimes."

I think I am good at keeping myself safe.

63% agree

38% don't know

9% disagree

Adults should listen to children at all times.

"Disagree, because I get hurt a lot."

"I said 'don't know' because I think they should listen to what you say all the time, but they don't have to do what you say all the time, because sometimes it's not the best idea."

38% agree

50% don't know

12% disagree

"I agree, adults should listen to children because it could be something important, and if they don't listen, they won't know."

"Agree, I would talk to my mum and dad."

It's really important to learn how to stay safe at home

100% agree

Unanimous agreement that all children needed to learn how to keep themselves safe. That this should be taught by parents and in school as well.

If I feel unsafe at home,
I know who to talk to
about it

38% agree

50% don't know

12% disagree

"I don't know because sometimes your mum and dad could be the reason why you feel unsafe, then what would you do?"



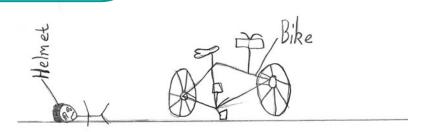
Children's right to be safe

Children's rights are all about helping children to develop to their full potential and grow into responsible, healthy and happy adults. Keeping children safe is a very important part of this. Within our different areas of responsibility, guided by the United Nations Convention on the Rights of the Child (UNCRC), national policy, legislation and our own experience, we make a lot of decisions about what is best for children, in accordance with Article 3 of the UNCRC¹. By doing this, we help to keep children safe. The UNCRC provides a framework for understanding children's rights by outlining adults' responsibility to children and young people. Children's rights encourage children and adults to talk, listen and understand each other; to build relationships which will help children help us to keep them safe. The quality of the relationships we as adults build with children has a direct impact on our ability to keep those children safe. Positive relationships based on trust and respect directly contributes to a child's protection.

I have the right to teep safe and so do you!

You should always be and feel like you are safe, it's one of the rights of children, that you should *feel* like you are safe and *feel* happy.

Stay Sage
And Reep rules
Findsomeone you trust
Everyone should be Safe



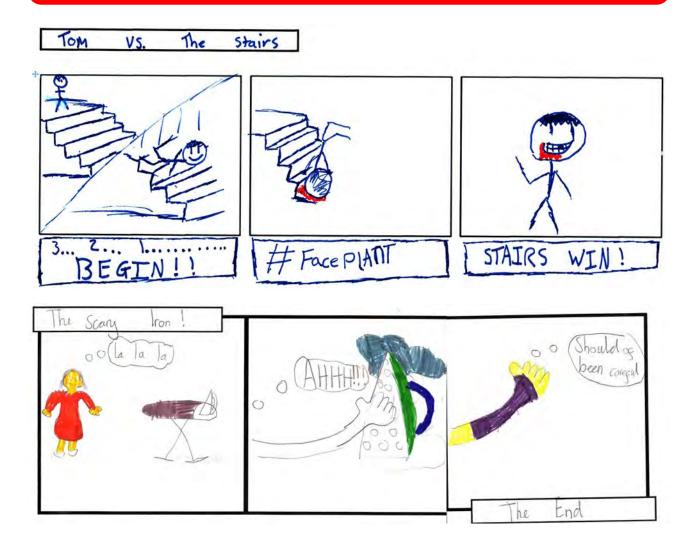
¹Article 3 of the UNCRC states that the best interests of children must be the primary concern in making decisions that may affect them. All adults should do what is best for children. When adults make decisions, they should think about how their decisions will affect children.

Children and their accidents

During the workshops, children were given the opportunity to share their own experiences of safety in the home. In small groups, they discussed various accidents (or near misses) they have had and reflected on what they could have known at the time or done differently in order to prevent those accidents from happening. They enjoyed illustrating their accidents in the form of comic strips and sharing them with one another.



93% of children in Home Free reported having had an accident



Of the children who have had accidents, 43% of them happened at home, 18% happened outside, 13% happened at school, 10% happened on the road and 16% happened when in an unfamiliar environment (e.g. on holiday, on a residential trip, or in the park).



The most common accidents involved trampolines, hair straighteners, fingers getting trapped in doors, and children tripping and falling over.





Accident Prevention

While the majority of children reported having an accident at some point, many of them felt that these accidents could have been avoided. Children felt that accidents could be prevented by: having the right safety equipment (e.g. wearing helmets on bikes or scooters and nets around trampolines), by not being silly, concentrating more, taking more time, not taking so many risks, and most importantly, being taught how to stay safe.

63% of children in Home Free felt their accident could have been prevented



Keeping children safe

of children thought that it was adults' responsibility to keep children safe.

These children thought that generally, it was the job of adults to protect children and keep them safe from all harm. They said that children had the right to be kept safe, and that they could not be expected to look after themselves, that they did not know the same things that adults know, and therefore adults should take care of them.

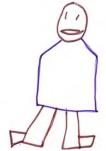
of children said that they did not know.

They discussed the idea that the responsibility for keeping children safe was spread between the different adults in their lives, between public service agents like police, firemen and healthcare staff, and also partly fell on themselves. The children talked about the age at which responsibility for their own safety might start becoming their own, settling on the range between P4 – P6 as the stage at which this happens.

76% of children felt they were responsible for their own safety.

They argued that children above the age of about 9 or 10 years should know how to keep themselves safe mostly and that if children have been taught how to look after themselves, then it was their responsibility primarily, as they would know what they should and should not be doing.

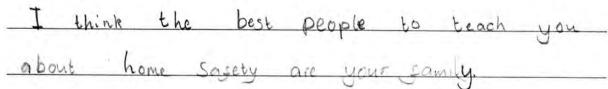


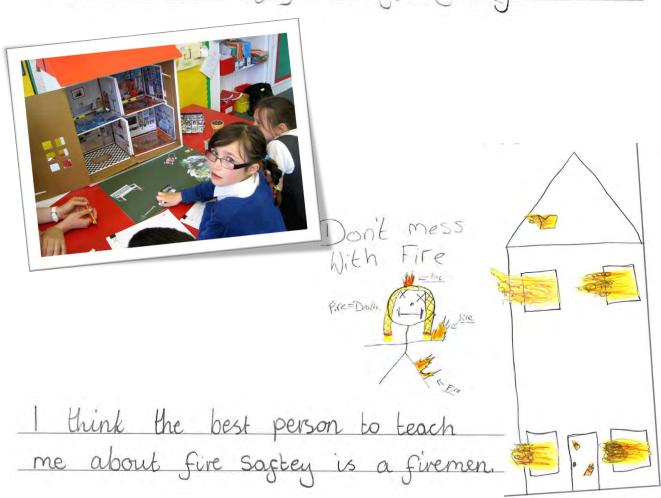


Children thought that the following people should teach them about staying safe:

Parents	96%
Teachers	92%
Fire fighters	84%
Policemen	84%
Doctors/Nurses	81%
Siblings	39%
Books	39%
Friends	24%
TV	7%
Other	10%

Children suggested the use of computers/ internet, which they use a lot of the time, as another way to learn about safety. Children's own experience of getting hurt was also suggested as an important source of learning. Adverts or films about safety, lollipop people and swimming instructors were mentioned as other important sources of information.







Why should adults listen to children's views on home safety?

Children thought it was very important that adults heard their views on home safety because it would help them to improve safety education in schools for all children. They said that if adults did not ask them about it, they would not know how much children already knew, and where the gaps in their knowledge were in order to teach them the things they still needed to learn. This resonated with comments made by some of the older children about how bored children can get when they get told/taught the same things over and over again.

Well, if they didn't, then they wouldn't know what the children didn't know so they couldn't' teach them that and they might just teach the children the things that they already knew.

Part of the reason adults should listen to you is that it could be something very important and part of their responsibility is to take care of you and you should always be and feel like you are safe, it's one of the rights of children, that you should feel like you are safe and feel happy. And adults should take it into their responsibility that they should listen to children and they should make the children's lives safe and make it so that they feel safe.



Concluding thoughts

I think it's good that Children's Parliament and RoSPA came here today because if we know about it, we can go back and tell the people in our class, and then they can tell people, and everyone will get to know.

It's good for us to learn because then we know what are hazards and what we shouldn't be doing and what we should be doing. If we learn then we can tell our friends, and our friends can tell their friends, and hopefully it will just be a safer community after that.

I think this is important what happens in schools and that because it helps us get a better education about safety and that and it will help us play and in our fun life without getting hurt and ruining it all.





