

MOTHER & BABY Magazine SAVE A LIFE CAMPAIGN 2002

The SAVE A LIFE SURVEY 2002 was the most comprehensive Survey ever carried out into the first-aid ability of parents to save their child's life in a medical emergency. The results are deeply disturbing. 2,000 parents were questioned over seven TV regions including Wales and Scotland.

NATIONAL AND REGIONAL SURVEY STATISTICS

THE SAVE A LIFE SURVEY OF GREAT BRITAIN 2002 SYNOPSIS

PARENTS DON'T HAVE BASIC FIRST-AID KNOWLEDGE

- The average parent in the UK today has NEVER been on any type of first-aid course and only 19% have been on a course during the past five years
- Only 20% of parents 'think they would know how to resuscitate a child' and only 23% 'think they could dress a deep wound'
- Yet young children and accidents go hand in hand. Four out of 10 parents have had to rush their baby/toddler to a hospital Accident and Emergency centre (39%) and 14% have had to call an ambulance which has taken around 13 minutes to arrive
- On average, the nearest A & E department is six miles and 15 minutes away - 28 minutes in rush hour - and therefore it is VITAL parents know what to do in a medical emergency

Parents are woefully ill-equipped to help their child in an emergency:

- 19% of parents have suffered the distress of watching their child 'choke' and 69% 'didn't know what to do'
- 29% of young children have 'swallowed a chemical such as soap powder' and 91% of parents 'didn't know what to do'
- 41% of babies/young children have received some type of scald or burn and 60% of parents 'didn't know what to do'
- 51% of babies have fallen off the bed and 8% have knocked themselves out and 86% of parents 'didn't know what to do'
- 12% of parents have witnessed their baby/young child have a 'convulsion or fit' and 82% 'didn't know what to do'
- 14% of young children have 'broken a bone' and 69% of parents 'didn't know what to do'
- 15% of babies/young children have 'fallen down the stairs or through a stairgate' and 75% of parents 'didn't know what to do'
- 3% of young children have suffered an 'electric shock' and 88% of parents had no idea what to do
- And the accidents keep coming - 19% of young children have fallen off play equipment and 5% have fallen into a glass door

CHILD CARERS AND GRANDPARENTS NOT TRAINED IN FIRST-AID

- Child carers and grandparents are also ill-prepared to cope with childhood accidents. Two out of 10 children have had an accident whilst being cared for by someone else (17%) and the Mother & Baby Save A Life Survey shows:
- 66% of parents don't think their childminder/nanny would know what to do in a medical emergency
- 92% of parents don't think their 'babysitters' would know what to do

- And only 18% of grandparents have ever been on a first-aid course

ACCIDENTS ARE MOST LIKELY TO HAPPEN IN THE HOME

- Only 11% of all parents think their house 'very safe'
- Only 16% have a 'residual circuit breaker' in their home to prevent their child suffering an electric shock
- Only 8% of parents have fitted a hob/cooker guard and only 18% have a safety kettle flex
- 25% of parents who have an open fire/gas or electric fire DON'T have a fire guard
- Every year more than HALF A MILLION under-fives need to go to casualty after accidents in the home and 86 die

AND THE GARDEN'S A DEATHTRAP TOO

- Four out of 10 parents HAVEN'T got locks on garden gates (42%) and 35% say their garden is 'not securely fenced'
- A THIRD of parents DON'T lock away garden chemicals (36%) or garden tools (34%)
- 59% say they 'don't know' if there are poisonous plants in their garden
- 60% of grandparents' house/gardens are NOT 'safe and secure'
- 125,000 under-fives are injured or killed in garden accidents every year

POND NIGHTMARES

- A THIRD of parents say they or someone their child visits has a pond (31%) - but only 61% of these ponds are securely covered or fenced
- 40% of young children have fallen or stepped into a pond and 30% have fallen into a swimming/paddling pool

YOUNG CHILDREN AND CARS

- 22% of young children have run in the road
- 38% of parents admit they DON'T hold their young child's hand when walking along the road
- 19% of babies/young children have been involved in an accident as a car passenger
- 5,316 under-fives are injured in road accidents every year and 33 are killed. In total, 39,524 children under 16 are injured in road accidents every year and 191 die
- 67% of parents would like a lower speed limit on the road where they live

MOTHERHOOD EQUALS WORRY

- 89% of mums 'feel anxious' when they leave their child in someone else's care
- 59% of mums argue with their partner about their children's safety
- 86% of mums say 'motherhood is more worrying than they ever imagined'
- 93% of mums would like to attend a first-aid/life-saving course specifically related to young children

MAJOR NATIONAL FINDINGS

91% OF PARENTS DON'T KNOW BASIC FIRST-AID

Nine out of 10 parents in Britain don't know simple first-aid which could save their child's life (91%), according to the nationwide SAVE A LIFE SURVEY 2002, commissioned by MOTHER & BABY Magazine.

And two-thirds of parents don't think their child's carer would know what to do in a medical emergency either (66%). Worse still, only 8% think their 'babysitters' would know what to do. No wonder 89% of mums say they 'feel anxious when they leave their child in someone else's care'.

Only 28% of parents have ever been on a first-aid course and two-thirds of these say it was so long ago they can't remember what they were taught. Tragically, the MOTHER & BABY SAVE A LIFE SURVEY shows only 20% of parents 'think they would know' how to resuscitate their child and only 23% 'think they could dress a deep wound'. Yet the basic first-aid knowledge required can be learnt in as little as three hours.

Every year more than HALF A MILLION under-fives need to go to casualty after accidents in the home and 86 die. A further 125,000 under-fives are injured or killed in garden accidents. On the roads, 5,316 under-fives are injured every year and 33 are killed. In total, 39,524 children under 16 are injured in road accidents every year and 191 die.

Young children and accidents go hand in hand, but the MOTHER & BABY SAVE A LIFE SURVEY 2002 shows parents are woefully ill-equipped to help their children:

- 19% of parents have suffered the distress of watching their child 'choke' and 69% 'didn't know what to do'
- 29% of young children have 'swallowed a chemical such as soap powder' and 91% of parents 'didn't know what to do'
- 41% of babies/young children have received some type of burn and 60% of parents 'didn't know what to do'
- 51% of babies have fallen off the bed and 8% have knocked themselves out, and 86% of parents 'didn't know what to do'
- 12% of parents have witnessed their baby/young child have a 'convulsion or fit' and 82% 'didn't know what to do'
- 14% of young children have 'broken a bone' and 69% of parents 'didn't know what to do'
- 15% of babies/young children have 'fallen down the stairs/through a stairgate' and 75% of parents 'didn't know what to do'
- 3% of young children have suffered an 'electric shock' and 88% of parents had no idea what to do

Dani Zur, Editor of MOTHER & BABY Magazine and Director of THE SAVE A LIFE CAMPAIGN, says: "Young children have an incredible number of accidents and although, thankfully, many are relatively minor, it is every parents duty to know what to do in a medical emergency. Learning basic life-saving techniques should be top of every parent's list of priorities. Our three-hour first-aid courses at Tesco stores throughout the country will give parents skills that could help them to save their child's life."

The MOTHER & BABY SAVE A LIFE SURVEY 2002 shows four out of 10 parents have rushed their baby/toddler to hospital (39%) and 14% have called an ambulance which took around 13 minutes to arrive.

On average, a parent's nearest Accident & Emergency Centre is six miles and 15 minutes away - 28 minutes in rush hour - and therefore it is essential parents know life-saving techniques. If a child is seriously choking a parent only has a few minutes to save their child's life.

CHILD CARERS NOT TRAINED IN FIRST-AID

Two out of 10 babies and young children have an accident whilst being looked after by a carer (17%), be it a childminder, friend or grandparent.

Yet, like parents, the majority of these carers have had absolutely NO first-aid training.

Two-thirds of parents don't think their childminder would know what to do in a medical emergency (66%), 87% don't think their neighbour or friend who cares for their child would know what to do and 92% say their babysitter(s) wouldn't have a clue.

Meanwhile, only 18% of grandparents have been on a first-aid course

MOST ACCIDENTS HAPPEN IN THE HOME

Most accidents involving babies and young children happen in the home, but only 11% of all mums answering the MOTHER & BABY SAVE A LIFE SURVEY think their house is 'very safe'.

Only 16% of parents have a 'residual circuit breaker' in their home - a device which prevents a child from getting an electric shock - only 8% have fitted a 'hob/cooker guard' and only 18% have a 'safety kettle flex'

More than HALF of all parents with babies/young children don't have child locks on cupboard doors (51%) - no wonder so many children swallow poisonous substances - a THIRD with stairs don't have a stairgate (33%), 35% don't have 'safety plug covers' and a QUARTER of parents with an open fire/gas or electric fire DON'T use a fire guard (25%).

Dani Zur, Editor of MOTHER & BABY Magazine, says: "Considering most accidents happen in the home, it's shocking that so many parents haven't taken basic safety measures to protect their children. It's not expensive and it doesn't take long to make your home safe."

Every year more than HALF A MILLION under-fives need to go to casualty after accidents in the home and 86 die.

GARDENS ARE A DEATHTRAP TOO

Parents don't think their gardens are safe either. Four out of 10 parents HAVEN'T got locks on garden gates (42%) and 35% say their gardens are 'not securely fenced'.

A THIRD of parents DON'T lock away garden chemicals (36%) or garden tools (34%) and 59% say they 'don't know' if there are poisonous plants in their garden.

And 60% of parents don't think their child's grandparents' houses and gardens are 'safe and secure'.

Every year 125,000 under-fives are injured or killed in garden accidents.

BATHTIME DANGERS

The MOTHER & BABY SAVE A LIFE SURVEY 2002 has found that two-thirds of parents have NOT regulated their water temperature which means their tap water is far too hot and could badly scald their child (66%).

A THIRD of parents say their baby/young child has 'accidentally slipped under the water whilst in the bath' (33%) and two out of 10 parents admit they have 'left the bathroom to answer the phone or open the front door whilst their baby/young child was still in the bath' (20%).

Dani Zur, Editor of MOTHER & BABY Magazine, says: "A baby or young child should NEVER be left in the bath on their own for even a second. The phone and the front door can wait. Always take your baby or young child out of the bath first. We also advise parents to turn down their hot water temperature immediately."

POND NIGHTMARES

A THIRD of parents say their own home or a house their child visits has a pond (31%) - but only 39% of these ponds are securely covered or fenced.

Dani Zur, Editor of MOTHER & BABY Magazine, says: "Children are naturally attracted to water and an open pond is a tragedy waiting to happen. When there are babies or young children around we urge parents, grandparents, friends and childminders to turn ponds into sandpits. And if they're determined to keep the pond, then ensure it is totally securely covered."

The MOTHER & BABY SAVE A LIFE SURVEY 2002 shows 40% of young children have fallen or stepped into a pond and 30% have fallen into a swimming/paddling pool.

YOUNG CHILDREN AND ROAD ACCIDENTS

When it comes to road traffic accidents, the MOTHER & BABY SAVE A LIFE SURVEY shows most parents have no idea what to do in an emergency. The statistics are appalling:

- 19% of young children have been involved in an accident as a car passenger and 80% of parents 'didn't know what to do'
- 5,316 under-fives are injured in road accidents every year and 33 are killed. In total, 39,524 children under 16 are injured in road accidents every year and 191 die.
- 67% of parents would like a lower speed limit on the road where they live.

Although many accidents happen in a flash and often cannot be prevented, many CAN. The MOTHER & BABY SAVE A LIFE SURVEY has found that 38% of parents DON'T hold their young child's hand when walking along the road and 22% of all parents say their child has 'run in the road'.

Dani Zur, Editor of MOTHER & BABY Magazine, says: "It is unbelievable that four out of 10 parents don't hold their young child's hand next to the road. It's totally irresponsible. The idea that you can walk along a road, possibly talking to a friend, with a young child freely toddling beside you and think they won't run in the road is extremely foolish."

MOTHERHOOD EQUALS WORRY

Nine out of 10 mums say 'motherhood is more worrying than they ever imagined' (86%) and 89% 'feel anxious when they leave their child in someone else's care'. Six out of 10 mums also argue with their partner about their child's safety (59%).

Dani Zur, Director of THE MOTHER & BABY SAVE A LIFE CAMPAIGN, says: "Mums worry constantly yet most of them have never learnt the basics of first-aid. Mums would be able to

alleviate some of their worries if they felt confident they had the skills to save their child's life if they had to."

REGIONAL VARIATIONS

MIDLANDS AND EAST ANGLIA - Only 14% of parents in MIDLANDS & EAST ANGLIA 'think they could resuscitate their child if necessary' (UK average 20%) and only 15% 'think they could dress a deep wound' (UK average 23%) - yet children in this area are the most likely to have 'choked' (22%, UK average 19%) and to have 'knocked themselves out' (12%, UK average 8%). They are also the least likely to hold their young child's hand whilst walking along the road (50%, UK average 62%) and their children are the most likely to have 'run into the road' (30%, UK average 22%).