

Identify the Issue:

1. What is the injury-related problem or issue that you want to address?

- Saskatchewan toddlers and young children under the age of 6 years are being unintentionally poisoned by laundry pods in the home. Children are affected because they are putting laundry pods in their mouths and swallowing the contents. This can lead to choking, vomiting, coughing, and drowsiness. Children may also experience comas, seizures, breathing problems, or stomach burns. The liquid from the pods can also cause eye irritation or eye pain.

Injury prevention focuses on reducing the chance of an injury happening, reducing the severity of an injury when it does happen, and reducing the long-term effects of an injury after it happens.

Define the problem:

2. Who is experiencing this injury in your community?

- Children under the age of 6 are being unintentionally poisoned.
- Caregivers are affected in a variety of ways including emotionally (e.g., fear, guilt) and financially (e.g., missed work due to child's injury).

3. When and where are the injuries happening?

- Injuries are happening when caregivers are not actively supervising their young children. They may be preoccupied, distracted, or unable to give full supervision.
- The injuries are happening in the home, particularly in the laundry room or where the laundry pods are stored.

4. What are the circumstances around the injury? How are they happening?

- These injuries are happening when laundry pods are being stored in places that children can reach. The laundry pods are attractive, brightly coloured, and look like toys or candy.
- Children are putting the laundry pods in their mouths and swallowing the contents.
- Caregivers are not aware that children see laundry pods as candy or toys. Caregivers do not realize the importance of storing the laundry pods in places where children cannot see or reach them.

Planning for Prevention:

5. Thinking about all of the circumstances around this type of injury, including when, where, and what is happening, what are ways this type of injury can be prevented?

- Providing children and caregivers with information about the risks of laundry pods.
- Encouraging caregivers to store laundry pods out of sight and reach of children.
- Encouraging retailers who sell laundry pods to share information about the risks.
- Working with laundry detergent companies to incorporate child-resistant packaging and change the appearance of laundry pods so that they are less appealing to children.

6. Who is your target audience for these prevention activities? List your target audiences and what you want them to do (e.g., change behaviour, take action, make different decisions).

- The target audience includes children and their caregivers, educators, and laundry detergent companies.
- The desired change in behaviour is for children and caregivers to understand the risks associated with laundry pods being ingested and for caregivers to store the pods where children are unable to access them.
- The other desired change is for laundry detergent companies to incorporate child-resistant packaging and find ways to make laundry pods less appealing to children.

7. What are some ways that you can reach your target audience to educate them about the prevention activities?

- We can use newsletters, posters, workshops, training sessions, emails, and mass media (including local newspapers and social media).
- We can place educational materials in grocery stores by the laundry detergent.
- We can share educational materials with local organizations and professionals who work with children and families (e.g., libraries, daycares, parenting groups, doctor's offices, and family programs). They may be able to share information through print materials, posters, videos, or speakers.
- We can create child-friendly resources for parents, caregivers, educators, and other professionals to use directly with children.
- We can reach out to laundry detergent companies through letters or phone calls to request their support with this issue.

“Environmental experts may respond to statistics about threats to the spotted owl, but the public doesn’t give a hoot. Facts alone do not help the public understand social problems or drive them to take action.”¹

To learn more about creating messaging that incorporates the values of your audience, visit <https://www.frameworksinstitute.org/tools-and-resources/framing-101/>.

1 Kendall-Taylor, N. & Stevens, A. (2019). *Five framing tips: Framing for social change*. FrameWorks Institute. Retrieved from <https://www.frameworksinstitute.org/article/five-framing-tips-framing-for-social-change/>

Addressing Childhood Injuries in Your Community

Worksheet Examples and Tips

8. Identify the resources and partnerships that are already available and identify other resources and partnerships that may be needed for your prevention activities.

- Health professionals (to provide accurate messaging about laundry pod poisoning)
- Community agencies (to provide guidance, help reach caregivers, and to share messaging)
- Parents and caregivers (to receive and help spread the messages)
- Stores that sell laundry detergent (to share messaging)
- Educators (to help design the messages)
- Local paper and radio station (to provide free/paid news spots and airtime)
- Existing educational resources (to avoid duplicating efforts)
- Laundry detergent companies
- Funding for resources and advertising
- Program leader, staff, and/or team
- Access to office equipment (computer, printer, phone, email)

Resources include the materials, staff time, and funding needed to deliver the program. **Partnerships** include the other organizations and individuals in the community who should be involved in the activities to ensure their success.

9. What barriers exist to adopting the recommended prevention activities?

- Barriers impacting parents and caregivers: lack of awareness about the risks of laundry pods and the importance of child-proofing the home; financial barriers to the purchase of cupboard locks; forgetting to put pods away safely after shopping or use
- Barriers impacting children: children may be too young to assess the risk of ingesting the contents of laundry pods
- Barriers impacting the project: lack of funding for prevention activities, resource creation, and advertising; laundry detergent companies may not see this issue as a priority

10. What are some ways that these barriers can be overcome?

- We can provide education to caregivers, children, and those who work with them in a variety of formats, in places they are already accessing (e.g., grocery stores, libraries, etc.).
- We can seek funding and donations to provide families with free cupboard locks.
- We can educate organizations who work with families on how to help child-proof homes.
- We can encourage caregivers to choose laundry detergent that is less appealing and therefore less risky to children.
- We can use free and lower cost methods of information sharing (e.g., social media).
- We can apply for funding to create new resources and paid advertising.
- We can contact laundry detergent companies to raise awareness about the issue and encourage their involvement by sharing injury statistics and demonstrating the economic impacts of injuries.



Image retrieved from <https://www.cdc.gov/publichealthgateway/sdoh/index.html>

The primary factors that shape the health of Canadians are the living conditions they experience. These conditions have come to be known as the social determinants of health. These factors are the links between an individual's environment, health, and risk for injury. Consider the social determinants of health when exploring potential barriers and solutions for your chosen target audience. For more information about social determinants of health and how they can impact injuries and injury prevention, visit <https://skprevention.ca/resource-catalogue/safety/child-injury-prevention-programming-and-action-guide/>.

Create an Action Plan:

Consider creating an action plan for each portion of your project, such as researching successful projects and activities, creating effective messaging and resources, influencing public policy, and evaluating the success of your activities. You can use the template provided on the next page to help you break your plan into these smaller, manageable parts.

For more information on child injury prevention, including why children are at risk, influencing public policy, and evaluating your program, download the Child Injury Prevention Programming and Action Guide at <https://skprevention.ca/resource-catalogue/safety/child-injury-prevention-programming-and-action-guide/>.

Addressing Childhood Injuries in Your Community

Worksheet Examples and Tips

Create an Action Plan – Example of One Prevention Activity	
Issue	Saskatchewan toddlers and children under the age of 6 years are being unintentionally poisoned by laundry pods at home.
Prevention Activity	We will raise awareness of the risks of laundry pods and provide tips to prevent poisoning, targeting caregivers of children under 6 years old.
Partners	Health centres, schools, daycares, libraries, local media (radio and tv), caregivers, local grocery stores, local printing store.
First Step	
Action Planned Find out what is already being done to address this issue in Saskatchewan.	
Tasks and Person/Organization Responsible Program staff will search online and speak with contacts at each partner organization. A list summarizing existing activities and projects will be created.	Resources and Support Program staff, support of community partners, computer with internet access, phone, email.
Completion Date Completed November 15, 2023.	
Second Step	
Action Planned Create or adapt educational materials based on findings from step one. Print finalized materials.	
Tasks and Person/Organization Responsible Program staff with design experience will design campaign materials (e.g., poster) and research related costs (printing, radio ads, etc.).	Resources and Support Program staff with the skills to design, review, edit, and finalize campaign materials; in-kind printing services; funding for printing.
Completion Date Designs completed January 15, 2024.	
Third Step	
Action Planned Distribute campaign materials to partners listed above and ask them to share and promote the materials.	
Tasks and Person/Organization Responsible Program staff will mail, email, hand deliver campaign materials to partners. Program staff will keep track of where materials have been provided.	Resources and Support Program staff, transportation, funding for shipping, support of community partners.
Completion Date Materials distributed by March 1, 2024 (prior to Poison Prevention Week in March 2024).	