



SafeTea
KEEP HOT DRINKS OUT OF REACH

Executive summary of the SafeTea evaluation

Background: Scalds from hot drinks are one of the commonest causes of burn injury to children aged less than 5 in the UK. SafeTea was a national campaign which aimed to reduce hot drink scalds to young children, and to improve first aid given to children with burns. The campaign was run on social media from October 2019 to January 2020, supported by a dedicated website, and reinforced by burn prevention interventions from health professionals working with the families of young children.

Components of the campaign: SafeTea arose from epidemiology research findings, and preliminary design and feasibility testing of materials, from the Children's Burns Research Centre funded by the Scar Free Foundation. All materials used within the campaign were tested with parents and staff in community-based Flying Start centres in Wales. Resources were modified according to their feedback and reproduced with the help of a professional graphic designer (Jack Godfrey) and a marketing company (Raw Marketing). Prior to the launch, professional groups working with children (GPs, health visitors, nurseries, and childminders) were briefed about the campaign and the resources available. Charities and organisations working in the injury prevention field signed up to act as Ambassadors to cascade out SafeTea messages in blogs, e-news and via Twitter. The campaign launch on 16th October 2019, National Burns Awareness Day 2019 (NBAD), achieved considerable publicity and media coverage. The social media campaign involved two months of paid posts on Facebook, a cascade of tweets on Twitter, and one month of paid adverts on Mumsnet. The website www.safetea.org.uk hosted two custom-made videos: one on prevention of hot drink scalds and one on burns first aid, and materials for parents and professionals to download, including leaflets, posters, social media and email banners, a reach chart, fridge magnets, and activity sheets for group work. Over 500 packs of these free printed materials were sent out to professionals, on request, to use when working with families.

Campaign evaluation: The mixed methods evaluation of the SafeTea campaign was undertaken between March and May 2020, and consisted of five separate components:

1). **The launch:** the campaign definitely benefitted from being launched on NBAD, and building on the marketing strategy and existing networks set up around this annual event by the British Burn Association and the Children's Burns Trust. Press releases were prepared and widely circulated, and two 'case studies' were used to attract media interest: an adult from Wales who had been scalded by boiling water as a child, and a toddler who was burned by hot coffee, and his mother from England. Local TV and radio stations in Cardiff, Bristol and Cambridge recorded pieces in advance of NBAD, for broadcast on the day. The campaign was launched in London with a morning of radio interviews and a couple of TV appearances, and short pieces in the local and national press. Most of the media

interest was from England and Wales, and we struggled to get any traction in Scotland and Northern Ireland: case studies from those two countries may have helped.

2) **Social media:** the campaign paid for posts on Facebook and Instagram, which started at the beginning of October and continued through November. Parent engagement on Facebook was excellent, but not so on Instagram. The campaign reached an estimated average of 9,550 Facebook users per day. There were an estimated 400,000 views of the videos and accompanying messages. The prevention video was viewed 154,000 times and the first aid video 245,000 times over the course of the campaign. Of those who viewed any SafeTea content on Facebook, 84% were women, the majority between 25 and 44 years old. Most posts received likes and were shared with a further audience, many received positive comments, and there were very few 'unfollows'. Twitter impressions totalled 196,400 between October 2019 and January 2020. During the first week of SafeTea straddling NBAD, there were 1,200 Twitter conversations including #SafeTea, potentially reaching up to 1.2 million Twitter users. The top two performing tweets were focussed on burns first aid, and a message about how children's skin can burn more easily than adults'. Tweets had more engagement when accompanied by a photo or video. The average engagement rate for SafeTea on Twitter over the three month campaign was 0.78% (a rate between 0.09% and 0.33% is considered to be high). Impression and engagement rates on Twitter steadily decreased after NBAD. The Mumsnet adverts used specific targeting strategies to reach mums with young children and reached 27,781 individuals.

3) **The website:** analytics showed that there were 19,059 unique page views, and visitors viewed an average of 7.4 pages per visit, with the resource pages being the most popular. There were 971 downloads of the Safe-Tea materials. The videos proved to be very popular and were played 2,237 times. The majority of social media referrals to the SafeTea website (96.5%) originated from Facebook.

4) **SafeTea resource packs:** were requested by 472 individuals (predominantly childminders, health visitors and nursery staff), and 577 packs were sent out by post. Eighty six percent of these individuals agreed to be contacted for an online survey, and 40% completed the survey in February and March 2020. Posters, flyers and fridge magnets were used by over 85% of respondents, mainly directly with families. Reach charts were used by 69% of those who requested packs, with parents individually or in groups, and with other professionals. The activity sheets were the least well used: 54% of respondents said they used them for group sessions with parents. The median number of parents estimated to have been reached by each professional was 10-20, however 10% estimated that they each used the materials with over 100 parents.

5) **The qualitative responses** from parents on Facebook about the campaign were very positive, especially relating to the two campaign videos. Over 87% of professionals rated the campaign materials as 'excellent' or 'good', and many commented that the materials were easy for parents to understand because of the use of pictures which were visually appealing and attention-grabbing.

Synthesis: The SafeTea campaign was successful and appeared to reach over half a million of the target audience of parents of young children and professionals working with these parents. The limited resources available for the campaign suggest that it was cost effective and had a good reach. Linking the prevention messages to first aid advice was effective, and the two campaign videos were worth the effort and expense. The social media campaign was integral in driving the audience to the website and advertising free resources to nearly 500 professionals. Launching SafeTea on NBAD gave the campaign invaluable publicity and boosted Facebook and Twitter engagement. Social media analytics suggest that the campaign could have been shorter as there weren't sufficient new materials

or staff time to sustain more than two months of daily posting. The website was a worthwhile resource, and will continue to be available for parents and professionals. Interest in the campaign was related to local media coverage in England and Wales, and the relative lack of reach to Scotland and Northern Ireland may have been improved by having more country-specific material and local publicity.

