

Cross-Party Group on Accident Prevention and Safety Awareness

Tuesday 7 June 18:00-20:00 (online)

Minute

Present

MSPs

Clare Adamson (SNP)

Claire Baker (Scottish Labour)

Invited guests

Martyn Allen Electrical Safety First

Gaon Hart Amazon UK

Jeremy Opperer Amazon UK

Sarah Smith OPSS

Non-MSP Group Members

Kerri Atherton British Toy and Hobby Association

Vince Bowles Scottish Autism

Andrew Cathro Safety Advocate

Fred Cullum IOSH Scotland

Hannah Dale Division of Health Psychology (British Psychological Society)

Jim Dorman St Andrews First Aid

Lorraine Duncan Clare Adamson's office

Laura Erskine RNLI

Jen Foley RoSPA

Lorraine Gillies	SCSN
Bill Harley	Fife Safer Communities
Sheena Harper	Safety Advocate
Sarah Hill	Gas Safe Register
John Johnston	Technip FMC
Rachel Jones	Snapdragon Monitoring Ltd
Caroline Lawrie	SGN
Mark Lilley	Safety Advocate
Chris Lloyd	SSERC
Liz Lumsden	Secretariat and RoSPA
Sylvia McKay	Safety Advocate
Lesley Nish	NHSGGC
Michelle McKenna	CPIN (Consumer Public Interest Network)
Jan Miller	UWS
Graeme Paton	SCOTSS
Alasdair Perry	SFRS
Katrina Phillips	CAPT
Louise Richardson	Absafe
Konstantina Scott-Barrett	RCPCH
Duncan Spiers	Christopher's Life Saving Campaign
Herdis Storgaard	Safety Advocate
Brian Topping	Safety advocate
Carol Wood	NASUWT

Apologies

Robert Atkinson	Public Health Scotland
Michael Avril	Water Safety Scotland
Chris Bell	SCOTSS
Katy Clark	MSP
Margaret Dekker	SCID
Marguerite Hunter-Blair	Play Scotland
Kathy Jenkins	Scottish Hazards
Euan Lowe	Scottish Swimming
Karen McDonnell	RoSPA
Cherie Morgan	Play Scotland
Sherina Peek	ALACHO
Dave Roy	KHA
Graham Simpson	MSP
Caroline Wilson	The Risk Factory

1 Welcome

The convener of the CPG, Clare Adamson MSP, welcomed everyone to the meeting and reminded them that the meeting would be recorded purely for the purpose of the minutes. Claire Baker MSP was present, meaning the meeting was quorate. Ms Adamson went on to welcome new members: BRAKE, the British Toy and Hobby Association and Snapdragon Monitoring Ltd. Ms Adamson further advised that Head Impact Trauma (HIT) Limited are seeking membership: HIT Ltd is an Edinburgh based tech company with a device designed to recognise, remove and assess head trauma within sport, construction workers, MOD and the emergency services. The Convener and members were content to add HIT Ltd to the members list.

2 Annual General Meeting

Ms Adamson passed to Liz Lumsden, Secretariat, to commence AGM business. The first matter was election of office bearers. Ms Lumsden thanked Ms Adamson for her sterling leadership of the CPG and invited nominations for the position of Convener for the coming year. Brian Topping nominated Clare Adamson; no objections were offered and Ms Adamson gladly accepted. Graham Simpson MSP has indicated his intention to stand down as Vice Convener. Claire Baker MSP stated her willingness to take on the role of Vice Convener whilst the meetings continue to take place online. Ms Adamson nominated RoSPA for the role of Secretariat for the coming year and no objections were offered.

3 Matters arising

Ms Adamson provided the Group with an update about the launch of the Partnership Approach to Water Safety (PAWS) group in North Lanarkshire (Motherwell and Wishaw). The Group will be having its inaugural meeting on 8th June. Ms Adamson took the opportunity to introduce Loraine Duncan from her office who has been instrumental in taking PAWS in North Lanarkshire forward.

There were no further matters arising.

4 Headlines

Ms Lumsden spoke to Headlines newsletter. Sections of note were: Water Safety Scotland's water safety open day on World Drowning Prevention Day (25 July) at the Kelpies/Helix; an article from Professor Hannah Dale who spoke at tonight's meeting; and finally a note about RoSPA's Safe and Secure ingestions campaign. Please see Appendix A for the full copy.

Ms Lumsden advised the Group that Jen Foley from RoSPA would be moving from a home to water safety role within RoSPA and thanked Jen for her work in home safety.

5 Previous minutes

An amendment to the March minute has been made, reflecting that Chris Bell of SCOTSS had submitted his apologies.

The draft minutes that were circulated following the March meeting were proposed as an accurate recording of the meeting by Brian Topping, seconded by Fred Cullum.

6 Presentations

(Where available, presentations will be uploaded in due course to the RoSPA website at <https://www.rospa.com/about/around-the-uk/scotland/cross-party-group>)

Martyn Allen, Electrical Safety First

Martyn Allen is the Technical Director at the charity Electrical Safety First (ESF) which aims to reduce the number of deaths, injuries and accidents caused by electricity. ESF has long campaigned about the stricter regulation of online marketplaces. They often undertake investigations and frequently find non-compliant goods for sale online. These include products fitted with non-UK plugs, with sub-standard components and those posing risk of electric shock and electrical fire. Martyn highlighted the fact that online purchasing is going to continue to grow and with that comes an increase in the number of non-compliant products. Martyn also highlighted that the cost-of-living crisis is driving consumers to purchase unsafe energy saving plugs and second-hand goods online. He further stated that legislative solutions are required to ensure only safe products are placed on the online marketplace now and in the future. Martyn highlighted that consumer education has a place too and informed the Group of a tool called 'Check it out' that alerts consumers to any aspects of a listing that may equate to less-robust safety.

Gaon Hart and Jeremy Opperer, Amazon UK

Gaon Hart is the Head of Public Policy, Customer Trust UK and set the scene for the presentation, stating that they take product safety really seriously at Amazon and that Jeremy would go into the finer technical detail about how they do that.

Jeremy Opperer is the Head of Product Trust and Regulatory Affairs within Amazon's Product Safety and Compliance team. He began with a history of Amazon and at the heart of everything they do is innovation and customer experience. There are over 65,000 small-to-medium third-party sellers in the UK that sell goods via Amazon (and significantly more worldwide).

Jeremy explained that he represents an area of the business called Product Assurance, Risk and Safety (PARS) which strives to ensure safety compliance worldwide and they invest heavily in their compliance programmes across different countries. He further explained that they work proactively and reactively to ensure the safety of their constantly-evolving catalogue. One of the proactive measures is to screen every third-party seller before they are able to list a single item (and then if they are permitted to list they are actively monitored for potential breaches of safety). Jeremy went on to inform the Group that they are using industry-leading machine learning (ML) to constantly and actively monitor anomalies at a rapid rate. When a concern arises, they quickly work to resolve the issue, and remove the listing if that is necessary. ML also allows constant monitoring of customer reviews and feedback to highlight potential safety issues. In 2020, Amazon's proactive listing requirements

resulted in the removal of more than 100 million unique ASINs (items) being removed from listings worldwide.. Amazon is confident that by using sophisticated predictive modelling, the vast majority of their catalogue won't raise safety issues.

Ms Adamson raised a question related to clarification around the fact that an ASIN (unique product identifier code) relates to an item, not a seller, and how would ML pick up a potentially-counterfeit seller. Jeremy explained that ML would pick up an alert on a seller as well as the ASIN and isolate the seller for further investigation.

Gaon highlighted that the rigorous compliance checks should be a synergy between sophisticated monitoring technology and the great level of employer expertise.

Graham Paton requested clarification around cascading safety issues on to e.g. trading standards officers at a local level. Jeremy explained they have in-house primary authorities as well as alerting OPSS of trends identified.

Mark Lilley thanked the convener and secretariat for following up on an action from a previous CPG to get one of the big online sellers, i.e. Amazon, along to a meeting of the CPG. Mark's question for Jeremy related to how Amazon identifies a product as a toy when it may not be obvious as a toy, e.g. a remote control (powered by button batteries) for LED lights which may be used by a child. Jeremy explained that they have specific regulations for toys and if the product (such as the remote for LEDs) is not recognised as a toy then it will fall under a different regulatory regime. Sarah Smith further added that OPSS has been working extensively with the British Standards Institute, trading standards and consumer groups to develop a code of practice relating to button batteries and how businesses think about those products. Sarah also reminding the Group that before any product can be placed on the market in the UK it has to be safe, and if there is e.g. a spare battery supplied with an item then that is also considered where assessing the item for sale as a whole under the current regulations. Sarah highlighted that there is a lot of significant work going on around consumer awareness and Ms Adamson echoed how important that is and also how she will never miss the opportunity to leave Amazon feedback following a purchase again as it really is so vital.

Gaon added that Amazon UK is on the Ministerial roundtable and several working groups to continue to learn and strengthen their approach to button battery safety.

Finally, Jeremy answered Kerri Atherton's question around why a product may appear back for sale online following a public recall notification, stating that it may not fall exactly within the parameters of the recall.

Sarah Smith OBE, OPSS

Sarah is the Deputy Chief Executive of the Office for Product Safety and Standards (OPSS), part of the Department for Business, Energy and Industrial Strategy (BEIS). She leads the UK Government's approach to regulation and market surveillance for product safety and legal metrology, including administering new sovereign functions

such as designating standards and operating regulatory approvals processes and leading the programme on ports and borders interventions. She is also responsible for the Office's engagement and accountability activities with business and the Trading Standards co-ordination unit.

Sarah set out in detail the work OPSS is doing to monitor and regulate online marketplaces, also highlighting that it is a collaborative effort with all of the involved parties.

Katrina Phillips, CAPT

Katrina Phillips, Chief Executive of the Child Accident Prevention Trust, highlighted some Scottish-specific statistics regarding deaths and injuries to children due to accidents. Katrina went on to talk about Child Safety Week and showcased all the excellent free resources that are available for download to highlight child safety, with a particular focus on button batteries.

Laura Erskine, Water Safety Scotland

Laura Erskine is Water Safety Education Manager for RNLI (Scotland) and Education subgroup chair for Water Safety Scotland. Laura's presentation outlined the water safety education resources created by Water Safety Scotland that can be used by teachers to engage pupils in important lifesaving learning.

7 Question and answer session

A numbers of questions relating to the presentation by Amazon had been asked earlier in the meeting.

Graeme Paton answered a question from Brian Topping regarding safety checks carried out on charity shop goods, stating that many local authorities require those vendors selling second hand goods to hold a specific licence, and that many charity shops will not sell higher-risk products such as electrical goods.

8 Date of the next meeting

The next meeting will be held on 8 November when the focus will be on product safety and trading standards. It is hoped this meeting will be held in person. Clare reminded the members that this is their group and to forward proposed themes for discussion at future meetings.

Brian Topping gave a vote of thanks to the Convenor.

Water safety open day

World Drowning Prevention Day is held on July 25 every year and following the tragic drowning events of summer 2021, Water Safety Scotland is redoubling efforts to raise awareness amongst as many members of the public as we can, to ensure an increased knowledge of the potential dangers around water. As well as this, we want to actively encourage people to take part in water-related activities in a safe and enjoyable manner.

Water Safety Scotland, thanks to generous funding from Scottish Water, RoSPA, RNLI and SFRS will be hosting a free water safety open day at the Kelpies/Helix Park in Falkirk from 11am to 3pm on World Drowning Prevention Day on July 25. We will have information stands, demonstrations and activities for children and young people and want to have the event as well-attended as possible. More information will shortly be available here: <https://watersafetyscotland.org.uk/campaigns/water-safety-open-day-2022/>

Please feel free to come long to support the day and spread the invite to colleagues, friends and family!

From: Carlene McAvoy, Water Safety Scotland

Car seat safety: a Swedish example

In 1997, Sweden developed a 'Vision Zero' goal where no one should be fatally injured through a car collision (<https://www.roadsafetysweden.com/about-the-conference/vision-zero---no-fatalities-or-serious-injuries-through-road-accidents/>). There has been a multi-pronged approach to this and it includes guidelines and tests focusing on rear-facing children for longer. Research consistently shows that children have a lower injury and fatality rate when secured in rear-facing car seats

(<https://journals.sagepub.com/doi/pdf/10.1177/1460408618755811>). Sweden developed the 'Swedish plus test', which is a more stringent testing of car seats, for example in cars

travelling at higher velocities and shorter breaking speeds (<https://www.vti.se/en/services/crash-safety-testing/child-restraint-systems#plustest>), where only rear-facing car seats pass the test since they are considerably safer and put significantly less pressure on a child's neck. Rear-facing car seats have been recommended in Sweden since the 1980s with campaigns promoting re-facing meaning that high percentages of children travel safer. Whilst in the UK, Guidance has existed for some time around keeping children in rear-facing car seats until at least 4 years old (<https://www.bmj.com/content/338/bmj.b1994>), it is not well prompted and it remains legal to forward face a child from the age of 15 months (<https://www.gov.uk/child-car-seats-the-rules>). It is the norm is for car seat manufacturers to market and sell more forward-facing seats. There is no government recommendation to rear-face for a long as possible, and high street sellers of car seats rarely promote this (<https://doi.org/10.1093/pubmed/fdz144>).

Actions/Interventions here that could help children travel safer:

- **Legislation:** lobbying for a change in UK legislation so that children are required by law to remain rear-facing for longer.
- **Guidelines:** Working with retailers and other sources of car seat advice to build in guidance around rear facing for longer.
- **Training:** Ensuring mandatory training for people selling car seats, which includes an awareness of the benefits of rear-facing, which would likely have the knock on effect of an increase in the availability of rear-facing car seats in shops.
- **Individual, Group and Population-level interventions:** Using the MAP of behaviour change approach (<https://www.nes.scot.nhs.uk/our-work/behaviour-change-for-health/>) to support:
 - **Motivation** through raising awareness of the benefits of rear-facing and support parents to make lower risk choices (in a non-threatening and non-judgemental way), including transition from forward to rear-facing seats with useful supportive suggestions to help.
 - **Actions** supporting parents to set intentions to and to buy rear-facing car seats. Problem solving any challenges to starting, continuing or moving back to rear-facing through 'implementation intentions'/'volitional help sheets'.
 - **Prompts** in shops for parents to buy rear-facing car seats both through signage and appropriate advice from staff (supported by training for staff). Prompts on seats to prompt parents to avoid the use of coats, and to use the restraint correctly.
- **Research:** Data collected nationally for all accidents involving the emergency services to audit injuries and fatalities in children based on the type of restraint used (to build local data on effectiveness)

From Dr Hannah Dale, Health Psychologist, on behalf of the Division of Health Psychology-Scotland Committee

Safe and Secure campaign by RoSPA

As we are all aware, there is a variety of ingestion hazards in the home which includes magnets, button batteries, household cleaning products, liquid laundry capsules and medicines. RoSPA is launching its '[Safe and Secure](#)' campaign particularly focused on button batteries which will also provide clear information on other ingestion hazards.

The ultimate goal of the campaign is to equip consumers with the skills and knowledge to ensure they are able to recognise dangers and put preventative measures in place relating to button batteries and other ingestion hazards. The aim of this programme is to partner with key people who already have an important role in interacting with families of young children. Practitioners who participate in the programme will be provided with tools and educational materials for guided conversations with a focus on button batteries and other ingestion hazards.

This campaign launched was launched online by RoSPA in Northern Ireland last week and can be viewed [HERE](#)

From: Jen Foley, RoSPA

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Child Safety Week with Safer Communities - Fife Council

For Child Safety Week we utilised downloaded and printed media from CAPT to raise awareness of the button battery danger to children.

During our arranged child home safety visits the Home Safety Advisors (Lynn, Una and Keith) have been providing parents with a copy of the leaflets on button batteries and taking the opportunity to discuss the issues with them. It has generated lots of discussion with parents who don't always realise what products can hold the batteries and the dangers they pose.

We have held three in car safety clinics this week following our excellent refresher training from RoSPA.

At these clinics we have checked child car seats but have also provided the recipients of the seat checks with a bag containing advice and some small handouts such as wordsearches and pens etc.

The clinics were held

Monday morning - Dalgety Bay - Drop in clinic

Thursday morning - Leuchars - Drop in clinic

Friday morning - Leven - Pull over check point involving Police Scotland

Throughout the week we have also had social media posts promoting Child Safety Week.

I have also taken the chance this week to promote by means of a newsletter, what we can do at child safety visits. This was sent to our potential referrers such as Health Visitors, Family Nurse Partnership, Gingerbread etc. to increase their awareness and try to ensure we reach the people identified who are most in need of such advice and equipment.

This will ensure that the information and advice we promote this week continues going forward.

From: Bill Harley, Safer Communities – Fife Council

