



Appendix I:

Section 4: Methodology for case studies

The case study examples that are included in this document are considered a 'first round'. We set out to provide case studies to illustrate implementation examples of good practice and a more detailed analysis of lessons learned to assist those considering implementing the strategy in their own setting. However the reality is that many programmes have not been examined with respect to their effectiveness and it is even less likely that they will have been evaluated using a rigorous research design that includes a comparison group and a look at behavioural and injury outcomes. As a result many programmes could not be included as case studies in this version, but it is anticipated that as more programmes receive adequate evaluation additional examples can be added.

Case studies were sought and selected based on the following criteria:

- Example programme addresses issues of priority within Europe (based on injury burden).
- Example programme met our definition of good practice.
- Example programme corresponds with one of the good practices identified.

- Example programme has been implemented and evaluated (both process and outcome evaluations completed) in a European setting and found to be effective.

In addition to the selection criteria, where possible we also attempted to select case study examples that reflected a range of resource intensities (e.g., a range of costs to implement) and implementation levels (e.g., national, regional or local). Case studies were also selected to try and reflect the efforts from as many areas of Europe as possible. Case study examples were sought in a snowball approach through various sources including members of the European Child Safety Alliance and other child injury prevention and safety promotion experts. In addition, internet searches and selective reviews of the recent literature were used to identify additional potential case studies.

For each potential case study selected, a contact person was identified and a research associate contacted him or her to ascertain that the potential case study met the inclusion criteria. Once this was established, available documentation was examined and a standardised interview was conducted that sought and summarised the following information:

- Implementation level (at what level was the strategy focussed – national, regional or local?)

- Strategy approach (which of the 3 E's was used – education, engineering, enforcement or a combination?)
- Setting of intervention (where did the intervention take place?)
- Target audience for the intervention (at who was the intervention aimed?)
- Resource intensity – an indication of the resource intensity required [€ = up to €20.000/year, €€ = €20-90.000/year, €€€ = €100-299.000/year, €€€€ = €300-999.000/year, €€€€€ = €1.000.000 plus/year]*
- Background for the initiative (including rationale, driving force, timeframe and major partners)
- Aim & objectives of intervention
- Key steps / actions in intervention
- Evaluation of intervention
- Lessons learned (including barriers and facilitators, advice to countries and issues around transferability)

*The resource implications provided should be interpreted carefully. First they do not include in-kind support which in many cases far outweighs the actual budget spent on the implementation of a strategy. Second although the resource intensity estimates provided come from the project personnel themselves, it is important to remember that costs vary by country for many things such as people's time, printing of resources, etc. As a result the resources required when looking at transferring a strategy from one setting to another may vary from what is reported here.





- References
- Contact information for intervention

Following each interview, the case study was written up in a consistent format, which included the addition of the evidence statement supporting the strategy. Case studies were then returned to the contact for confirmation and clarification before being added to the guide. Of note, three of the cases studies - Safe Road to School in Faro, Portugal; Bicycle Helmet Campaign, Denmark and Child Resistant Packaging for Chemicals, Netherlands - are enhanced expansions of case studies originally collected for the WHO for the Children's health and environment case studies summary book⁹³

Finally it is important to note that the cases studies included in the following section are an initial attempt to illustrate examples of existing good practice. The European Child Safety Alliance invites submission of additional case study ideas that meet the criteria described above for inclusion in future editions. Please forward case study ideas to secretariat@childsafetyeurope.org



Drowning Prevention Campaign Greece

IMPLEMENTATION LEVEL	Regional
APPROACH	Education
SETTING	Schools, community, universities
TARGET AUDIENCE	Community, children, adolescents, adults, educators, tourists
RESOURCE IMPLICATIONS	€€€€
EVIDENCE BASE:	Water safety skills improve swimming performance. ^{1,2}

Background

The Centre for Research and Prevention of Injuries (CEREPRI) developed a comprehensive multi-phase drowning prevention campaign tailored to the specific patterns evident in Greece. Phase I has been completed and consisted of:

- Assessment of the burden of unintentional drowning injuries among children in Greece;
- Comparison of unintentional drowning mortality data and the profile of these injuries in Greek children and adolescents with correspondent figures from other European countries;
- Systematic review of drowning prevention strategies;
- The development of a network of injury and drowning prevention experts and coalition with different organisations;
- Creation and distribution of educational materials, including DVDs for teachers, and brochures and a puppet show for children;
- Participation in radio interviews and promotion of safety messages of the campaign;
- Evaluation of children's water safety knowledge through distribution of a questionnaire to kindergarten, primary and middle schools;

- Dissemination of results via presentations in national conferences and press conferences.

The campaign in schools has been designed to reach 30,000 to 40,000 students, approximately 2-3% of the Greek student population.

Phase II is currently underway. The following tasks have been successfully achieved:

- Creation of the Greek Coalition for Drowning Prevention;
- Development of Water Safety Pedagogic Kit which includes brochures, stickers, a DVD with music and water safety messages;
- Filming of a video on water safety and drowning prevention with informative sketches by popular Greek actors;
- TV spots with messages regarding alcohol and swimming, and the importance of swimming with others were broadcast nationally;
- Development and production of 10 radio messages;
- Development of a website (<http://www.watersafety.gr>) with age-appropriate messages, and material for educators;
- Distribution of educational and informative water safety materials;

- A press conference prior to the Prevention Day Campaign;
- Drowning Prevention Day on 27 May 2003;
- Television, radio and newspaper interviews;
- A drawing competition on "How to be Water Wise" in schools;
- Distribution of 250,000 public telephone cards with water safety slogans and CEREPRI contact information;
- Distribution of a special post stamp;
- Production of a puppet play.

Phase II outreach activities include:

- One day seminars organised by CEREPRI in collaboration with several hospitals, in different areas of Greece;
- Junior Life Guard – a series of seminars organised by CEREPRI in collaboration with the Hellenic National Academy of Lifeguards and local municipalities aimed at educating children attending summer camps about water safety behaviour and the hazards of water environment;
- Water safety lessons in public swimming pools and beaches.



Long-term goals include:

- Collaboration with shipping companies;
- Development of a teaching module for school age children;
- Strict preventive measures for beaches and pools;
- Parental education and information;
- Educational and informative material (in Greek and English) available for distribution.

While Johnson & Johnson provided funding for Phase I, ongoing distribution and work is being funded by small grants from businesses and organisations.

Policy Background/Driving Force

The European Child Safety Alliance task group on unintentional injuries emphasised drowning injuries in children. Funding was provided by Johnson & Johnson for each of the countries implementing initiatives.

Partners

- Centre for Research and Prevention of Injuries among the Young (CEREPRI)
- European Child Safety Alliance
- Johnson & Johnson International
- Ministry of Education
- Schools and teachers
- Hellenic Academy of Lifeguards and other lifeguard associations

- Drowning network

Aims & Objectives

To decrease childhood injuries and deaths in Greece related to drowning.

Evaluation

A questionnaire was developed for overall evaluation of the campaign and is being distributed to the workers of Titan Factory, Hellenic Public Power Corporations (DEI), public schools, hospitals, and 500 houses in Athens, Halkida and Kalymnos.

The initial questionnaire that evaluated the water safety knowledge of children in schools in Phase I will be distributed to the same classes. It will be completed after the children participate in water safety seminars in order to evaluate the difference in their knowledge and the effectiveness of the seminars.

To date, process evaluation has indicated that the campaign:

- Is running according to stated aims;
- Has enabled participants to collaborate;
- Is important for public health;
- Has become a forum for exchanging experiences;
- Has enabled many people to learn about Cardio-Pulmonary Resuscitation (CPR);
- Has links with related projects and activities of European Child Safety Alliance;
- Has strengthened coordination of efforts;

- Has increased public awareness about childhood drowning at the national level;

- Is expected to improve water safety knowledge.

Key Steps

- Establish drowning prevention working group;
- Obtain funding;
- Develop action plan, key messages and strategies;
- Develop Coalition for Drowning Prevention, which includes lifeguards, port and sea police forces, and other relevant organisations;
- Develop and distribute material,
- Select schools to target using percentage sampling to reflect general population of students,
- Connect with schools to establish campaign sites;
- Contact politicians and relevant authorities (particularly Ministry of Health) to introduce the work and invite their participation, and increase visibility of campaign;
- Evaluate intervention.

Lessons Learned

Barriers

- Politicians and the media were difficult to persuade to participate.
- Collaboration with Johnson & Johnson became difficult since the campaign did not suit their ideas.



- It proved difficult to find the balance between unbiased university work and commercial needs of sponsors

Facilitators

- Schools and non-governmental organisations were very positive and eager to participate in the campaign.
- Multiple conferences were run by CEREPRI, thereby increasing their profile and becoming a recognised source for injury prevention information.
- The materials are now developed so only relatively small amounts of funding are needed to continue the campaign.

Advice to Countries/Transferability

- Johnson & Johnson International provided funding to 4 countries to develop a drowning campaign – Holland, Portugal, the Netherlands and Greece. Each country developed its own strategy.

References, Additional Information

1. Harborview Injury Prevention and Research Center. (2001). Best practices. Seattle: University of Washington. Available at <http://depts.washington.edu/hiprc/practices/index.html>
2. World Health Organization. Guidelines for safe recreational water environments. Volume 1: Coastal and fresh waters. Geneva: WHO. Available at http://www.who.int/water_sanitation_health/bathing/srwe1/en/

See also:

<http://www.euroipn.org/cerepri>
<http://www.childsafetyeurope.org>
(click on “Campaigns” button)

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