

You have filled in the questionnaire for us which gave us lots of information about what you do and think to help keep your children safe. I'd like to talk to you in a bit more detail about this. We are talking to parents whose children have had an accident and to parents like you whose children haven't had an accident, so we can try to work out how to stop accidents happening.

There are no right or wrong answers; we just want to find out what parents think help to keep children safe from accidents and what makes it hard to do this

1. Can I just check I have got the right information about you from the questionnaire?

- 1A. There are x number of children living here
- 1B. It was xx that you told us about in the questionnaire?

2. Can you start by telling me what kind of things you do around the home to help keep your child/children safe from having accidents?

Prompt: Separate out answers for different children if more than one child in the family. Prompt parents with regard to different areas in the house that they don't mention e.g. kitchen, bathroom, stairs

3. What do you find are the main things that make it difficult to keep your children safe around the home?

4. How do you find out about child safety?

Prompts if necessary

- Talk to other people? Who?
- Telly? Children's programmes
- Leaflets, books etc? Where from

5. From your experience what has been the most useful advice or information you have received and/or seen? Why?

6. In the questionnaire we asked about lots of different things that parents do to help keep their children safe at home.

- 6A. For you and xx, what is/are the most important thing/s?

Prompt: If parent can't think straight away prompt with what we asked about in questionnaire

- Safety equipment, such as stair gates or ways to store medicines
- Teaching children not to touch or other safety rules
- Things about your home/garden/where you live
- Things about your child - age/gender/personality
- Things about being able to keep an eye on your child
- Things about your life and how you feel

7. Can you tell me why this is more important?

Prompt: If parent can't think straight away prompt with what we asked about in questionnaire and mention other strategies parent did not

- Safety equipment, such as stair gates or ways to store medicines
- Teaching children not to touch or other safety rules
- Things about your home/garden/where you live
- Things about your child - age/gender/personality
- Things about being able to keep an eye on your child
- Things about your life and how you feel
- Draw out differences/similarities between siblings

8. Is there anything that makes it difficult for you to be able to keep xx safe in the way you think is most important?

9. Children have lots of bumps, and knocks as they grow.

- 9A. Can you tell me about any near misses x has had – things that you have thought 'that was lucky – that could have been quite a nasty accident?'
- 9B. What do you think it was that saved it from turning out badly?

10. Do you think what you do to keep xx safe is similar to other parents with children the same age? In what kind of ways is it the same or different?

11. [For parents that have other children]

- 11A. Is what you do to keep xx safe different to what you have done/will do with your other children?
- 11B. Have you changed anything you have done compared to your older children?
- 11C. Do you think you would do anything differently with your younger children?

12. Do you think there is anything anybody could do to more help stop xx (and other children if applicable) having accidents generally?

- 12A. If no, why not
- 12B. If yes, who and what would this be

13. By talking to lots of parents, we would like to build up a picture of what might help parents to stop children having accidents, can you think of anything that might help you?

- 13A. If no, why
- 13B. If yes, who and what would this be
- 13C. Some people think it is good for children to learn by taking risks and some don't – what do you think about this?
- 13D. Some parents try to prevent the accidents that they think might be more serious but don't try to prevent accidents that they think are less serious. Where would your views on how to keep children safe fit in with this?

14. Is there anything else you would like to tell us about in relation to child safety?

Thank you very much for talking to me. I have some information leaflets about child safety with me if you would be interested in having any?

Tell parent what happens now with the information.