

Paraffin Safety Case Study

Tools and mechanisms for information towards prevention

WHO meeting on protecting children from
established and uncertain chemical threats

October 17-19, 2005



Paraffin Safety Association
Southern Africa

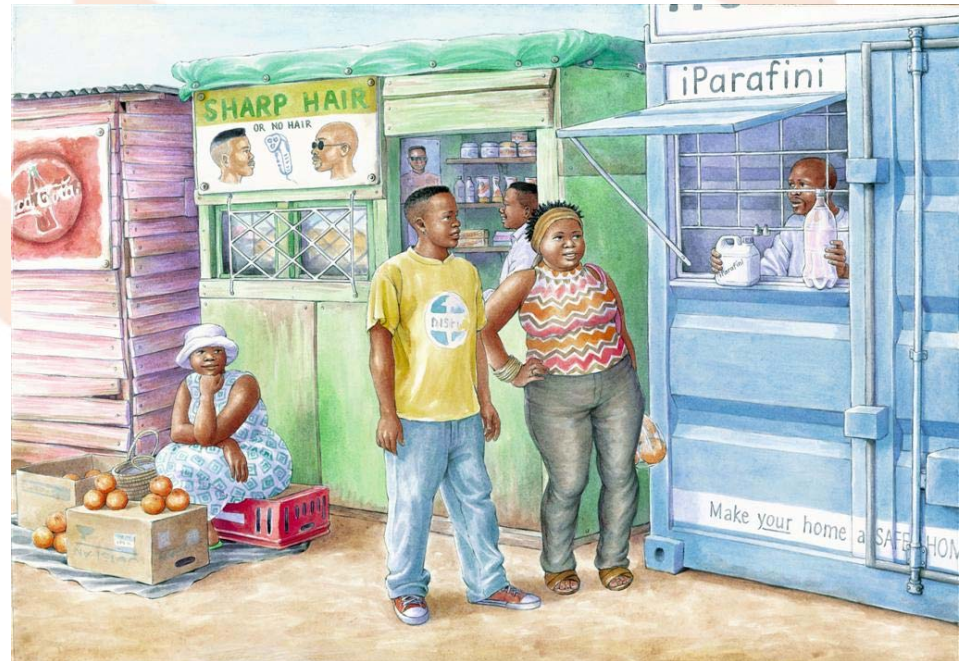
Seven communication action steps (Franklin Apfel)

1. Reap before you sow...
2. Speak solution! Be strategic
3. Point with intent...
4. Pick your channel...
5. Mobilize the troops!
6. Regulate, regulate, regulate
7. Embrace the never-ending story...
Evaluate, adjust, try again...



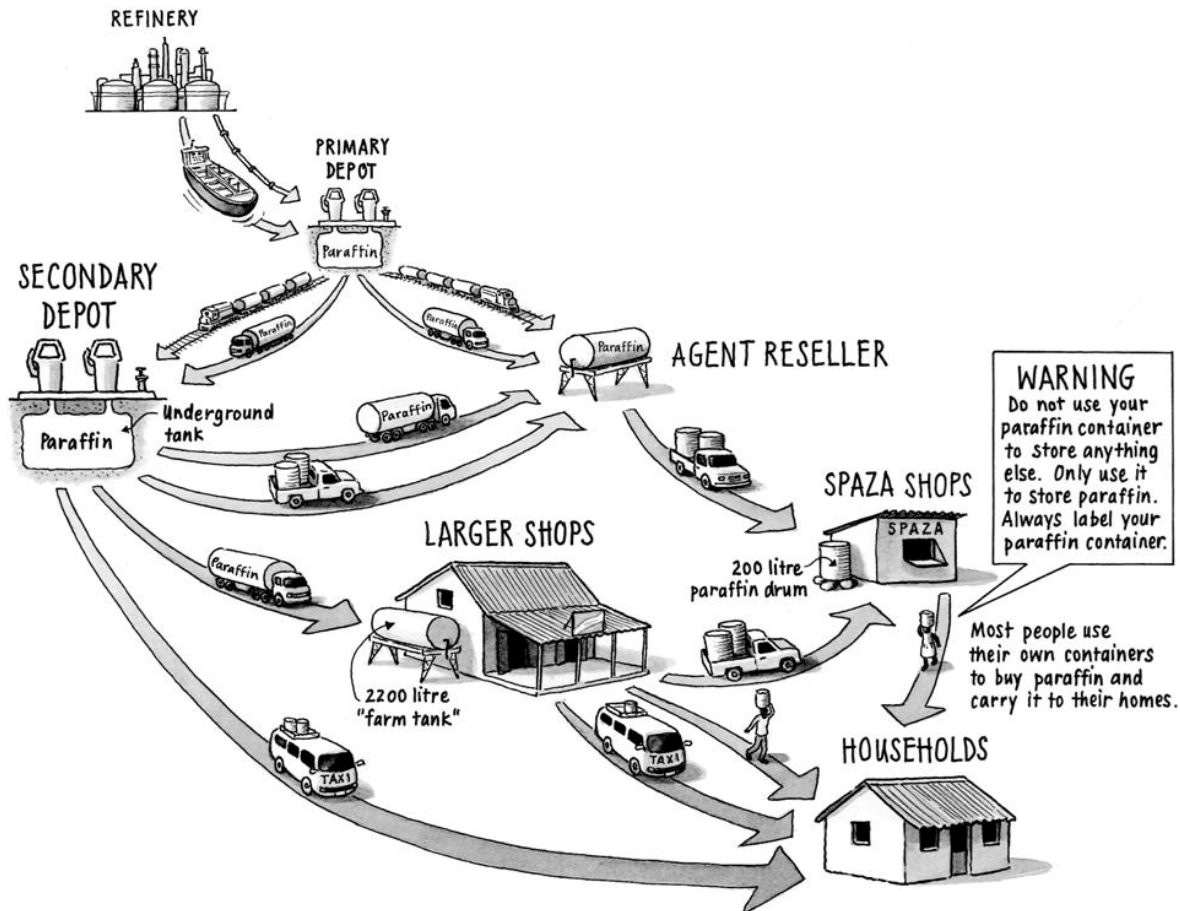
Whose business is it?

- The consumer
- The manufacturer
- The supplier
- The Neighbour
- The Tax Payer



Paraffin Safety Association
Southern Africa

Paraffin Supply Chain



Paraffin Safety Association
Southern Africa

The cost

- Treasury report: the annual externality cost of incidents is 50 times higher than the annual fuel turnover value



Pilot Phase

- Materials
- Methodology
- Surveillance
- Regional generic programme



1. Reap before you sow...

- Safe Packaging Conference
- Surveys
- Experts Forum
 - Cause and Effect Diagram and Counter Measures
 - Haddon's Matrix
 - Supply Chain Analysis
- Shack burning exercises
- Paraffin Safety Day



Get Out Fast!



2. Speak solution! Be strategic!

- Safe Stove Competition (2004/2005)
- Safe packaging and labelling competition?
- 11 Safety Messages
- Modelling a National Packaging System
- Alternative sources of energy



3. Point with intent...target

- Materials development
- Field Testing
- Pre-testing



4. Pick your channel...

- Video
- Parliament



5. Mobilize the troops!

- Approaching government
- Networking
- Mozambique, Southern Africa



6. Regulate, regulate, regulate

- Appliance Standards
- Labelling Standards
- Packaging Standards
- Supply chain issues



PREVENT PARAFFIN POISONING

Keep paraffin out of sight and out of reach where children can't get it



Paraffin is poisonous. It can kill if not treated properly.

- Keep paraffin out of sight and out of reach where children can't get it. It is best to keep it in a locked cupboard.
- Store paraffin in its own special bottle labeled "Paraffin". Avoid storing it in a cold storage container.
- Put the cap back on the paraffin bottle after use.
- Use a funnel to pour paraffin. Avoid pouring it directly from the bottle.
- Store the funnel where children can't get it.

TREAT PARAFFIN POISONING

GIVE NOTHING TO EAT OR DRINK if a child has swallowed paraffin

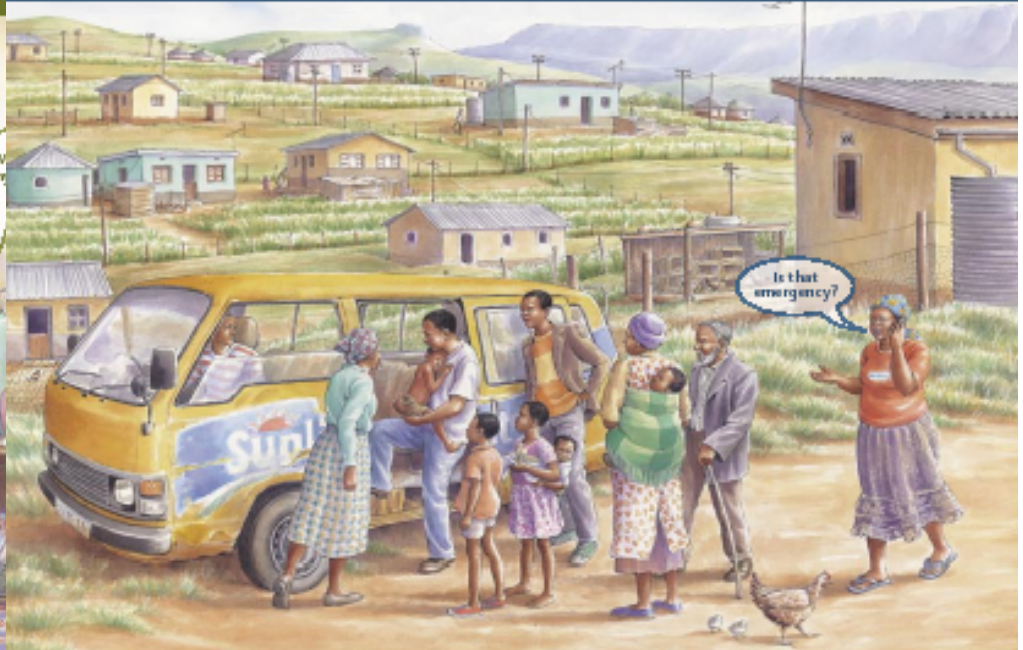


Do not wait for symptoms to appear or for the child to vomit.

- Paraffin is poisonous. It can kill if not treated properly.
- DO NOT give any food, drink or medicine to the child.
- DO NOT make the child vomit as this can cause serious damage to the lungs.

TREAT PARAFFIN POISONING

If a child swallows paraffin ACT QUICKLY



Do not wait. Get the child to a hospital or clinic immediately.

- Paraffin is poisonous. It can kill if not treated properly.
- Give nothing to eat or drink and do not make the child vomit.
- If paraffin is spilled on clothing, remove the clothing to avoid breathing in paraffin fumes.
- If just a drop of paraffin gets into the lungs it causes serious damage.

Do you have a plan for an emergency so that you can act quickly?

7. Embrace the never-ending story...

- Consumer Protection Award
- Paraffin Safety Day
- DME Paraffin Safety Programme
- Surveillance



Some prevention milestones

- National Paraffin Safety Day
- Parliamentary Portfolio Committee on Housing - national conference on the “Risk of Fire and Floods to Human Settlements”
- 3 Regional offices
- Stove Standards & Regulation
- DTI Consumer Protection Award
- DME tender for Paraffin Safety Training and Awareness
- WHO Global Burns Project
- Stove competition
- Mozambique



Packaging and labelling



Paraffin Safety Association
Southern Africa

Serenity Prayer

- Lord give me the courage to change the things I can change,
- The strength to accept the things I cannot change, and
- Please give me the wisdom to know the difference between the two.



Thank you

Questions ...



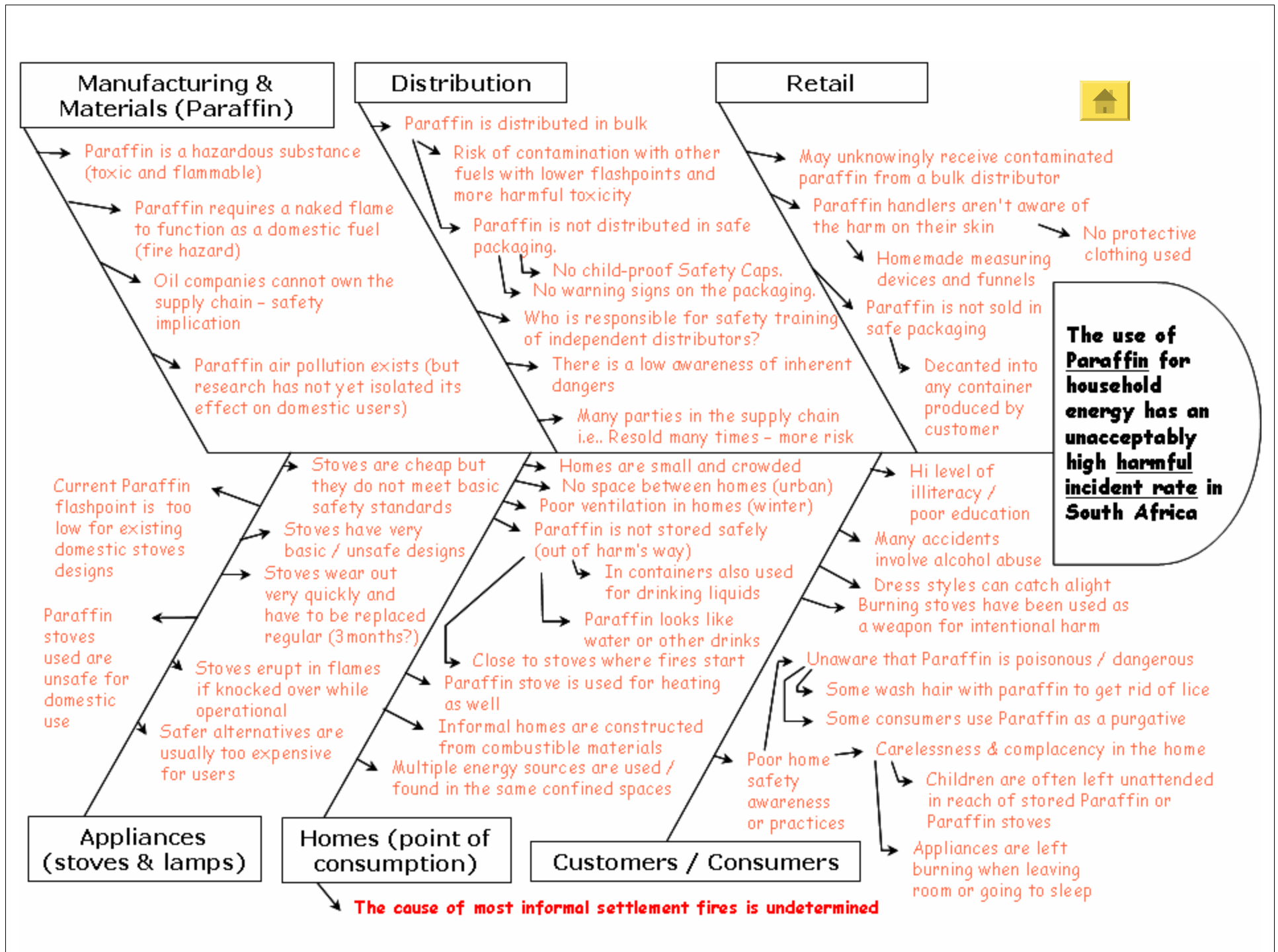
Paraffin Safety Association
Southern Africa



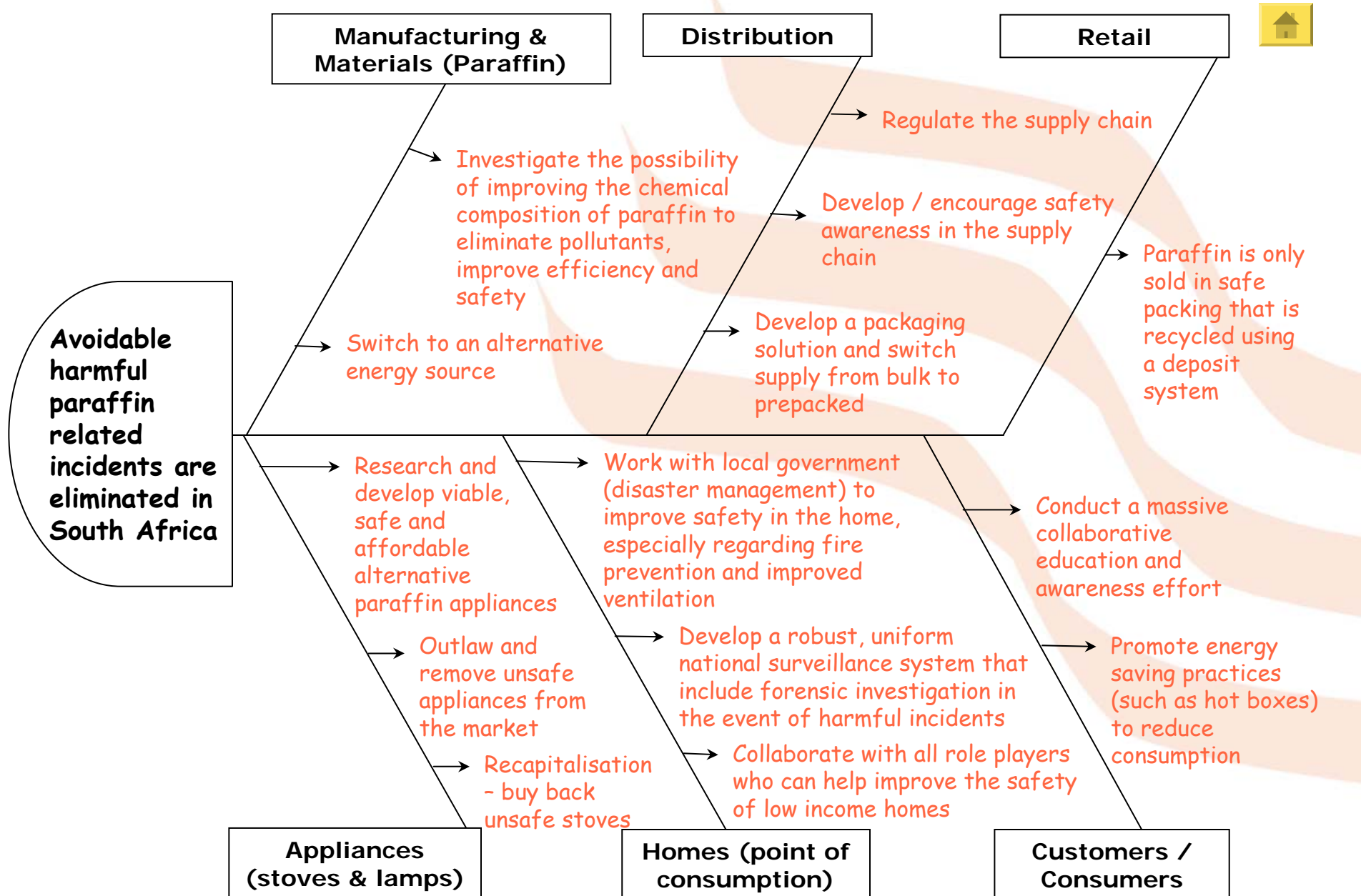
The Consumer

- 1,636,170 to 2,394,919 households (9,817,020 to 14,345,564 users)
- Low income households
- Low literacy levels
- Inconsistent income
- Lack security of tenure
- Shifting demographics
- Multi-fuel user.





Strategic Counter Measures





Haddon's Matrix

Haddon's Matrix					
		Epidemiological Dimension			
		Human Factors	Agent or Vehicle	Physical Environment	Socio-cultural Environment
Event Dimension	Pre-Event				
	Event				
	Post-Event				



The Haddon's Matrix Third Dimension

- Effectiveness
- Cost
- Freedom
- Equity
- Stigmatisation
- Preferences of People affected
- Feasibility





Applying the third dimension

1. Forces clarity about what's important in the decision process
2. Encourages use of data to inform decisions
3. Facilitates participation in decision making via a structured process
4. Makes it easier to talk about the reasons for choices, potentially resulting in more effective advocacy

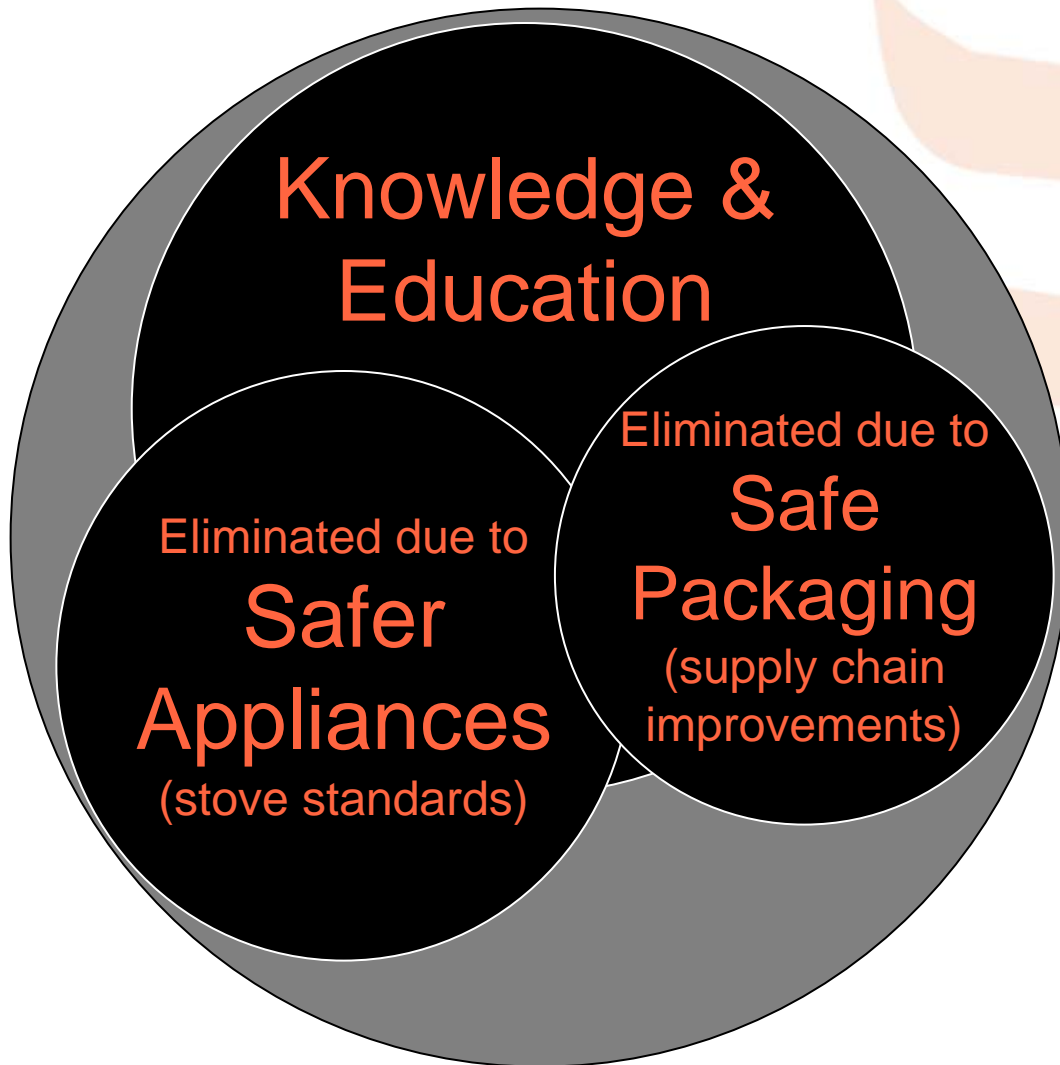




The Three “Easy” Steps

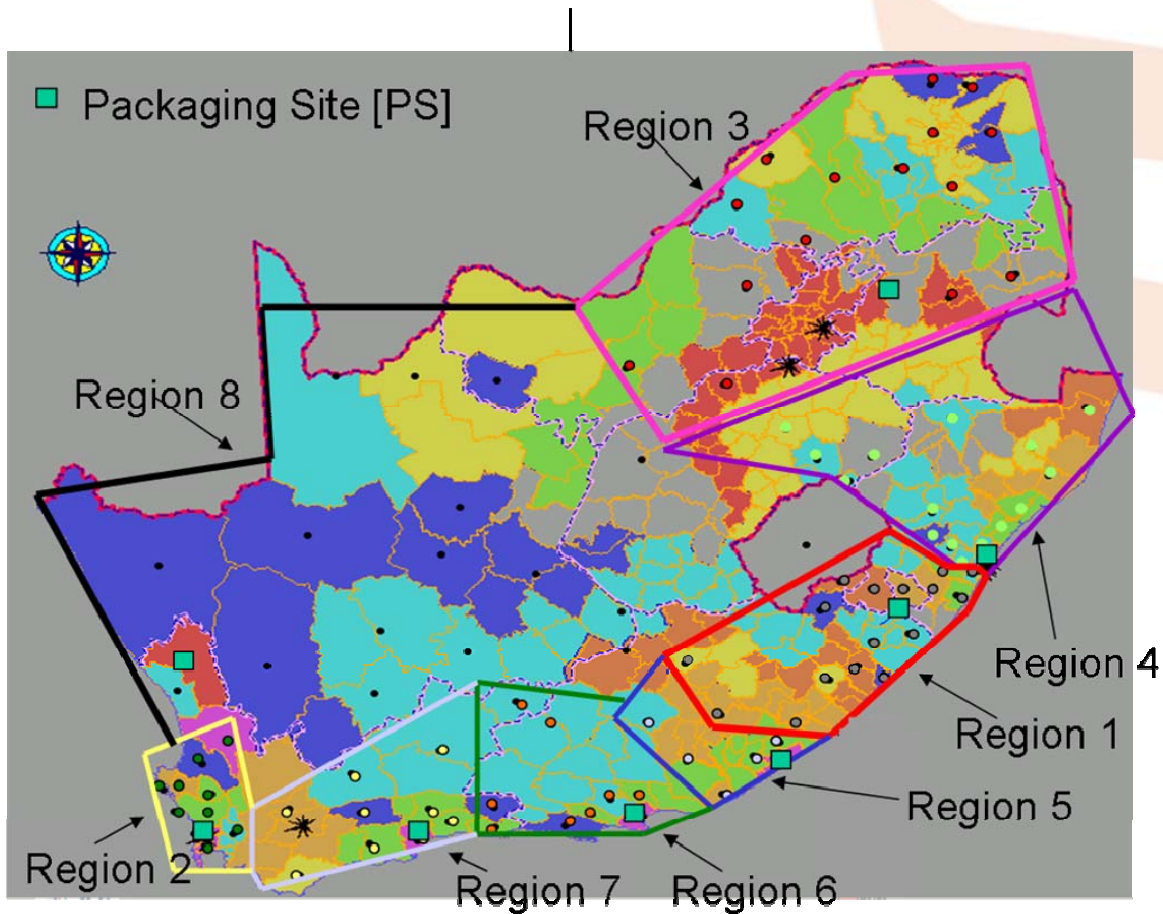
Mission: to reduce by half, the negative consequences of domestic usage of paraffin by 2009

Regulatory Environment





Location of Packaging Sites



Region	Nearest Magisterial District	Supplied by
1	Tabankulu	SAPREF
2	Cape Town	CALREF
3	Belfast	OFRC
4	Durban	GENREF
5	East London	SAPREF
6	Port Elizabeth	CALREF
7	Mosselbay	CALREF
8	Calvinia	CALREF



Paraffin Safety Association
Southern Africa

Broader Context

- A suite of messages
- Competing messages
- Competing noise
- Community safety – broader



Deciding on an intervention

- Ask why 5 times
- Ask how 5 times
- Partnerships



Systems

- Plan
- Project Brief Log
- Project Action Plan (detail – Gantt Chart)
- After Action Review



How?

- Repetition – circular and incremental



Challenges

- Limitations with partners
 - Problem of Volunteer motivation
 - Stipends
 - Indirect pay
 - Government structure problems



Method of communication

- Insert a table here which reflects stakeholders and the method.
 - School curricula
 - Health Curricula
 - Generic messaging



Lessons

- Knowledge - evidence
- Deming Plan-Do-check-act
- Communication Methodology
- Materials
- Allies and Advocacy





Step3: Safety Education

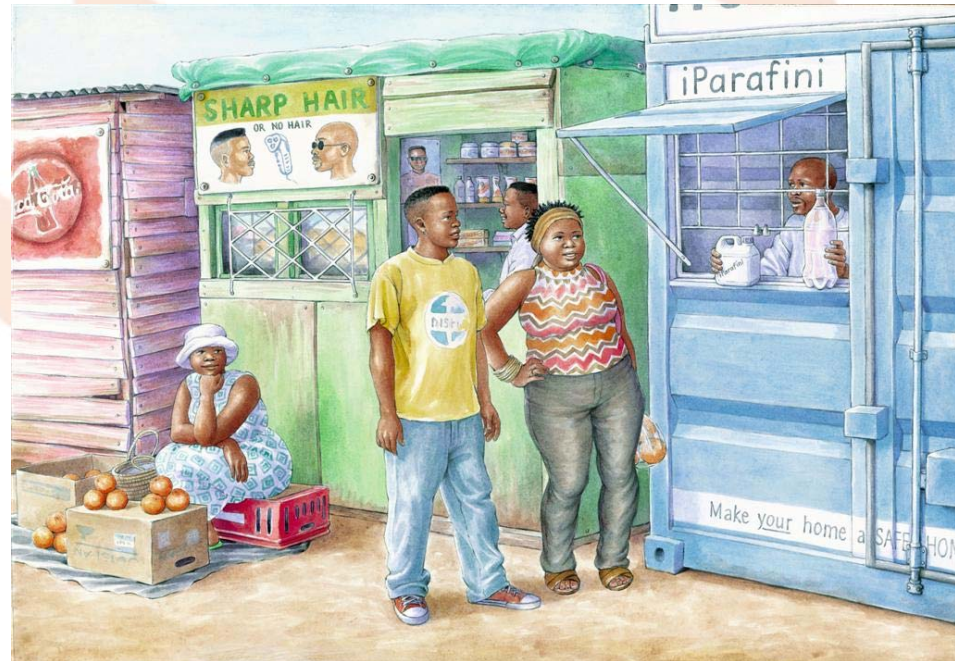
- Education Model
 - Health Promotion
 - ABET
 - Partnership leverage
 - Master Trainer Training
- 11 Key Messages
- Materials
 - Fact Sheet
 - Handbook / Field Guide
 - Posters
 - Poster Presenters Pack
 - Stand alone Education & Communication Resource
 - Training Manual
- 11 official languages
- National School Drama competition



Paraffin Safety Association
Southern Africa

Whose business is it?

- The consumer
- The manufacturer
- The supplier
- The Neighbour
- The Tax Payer



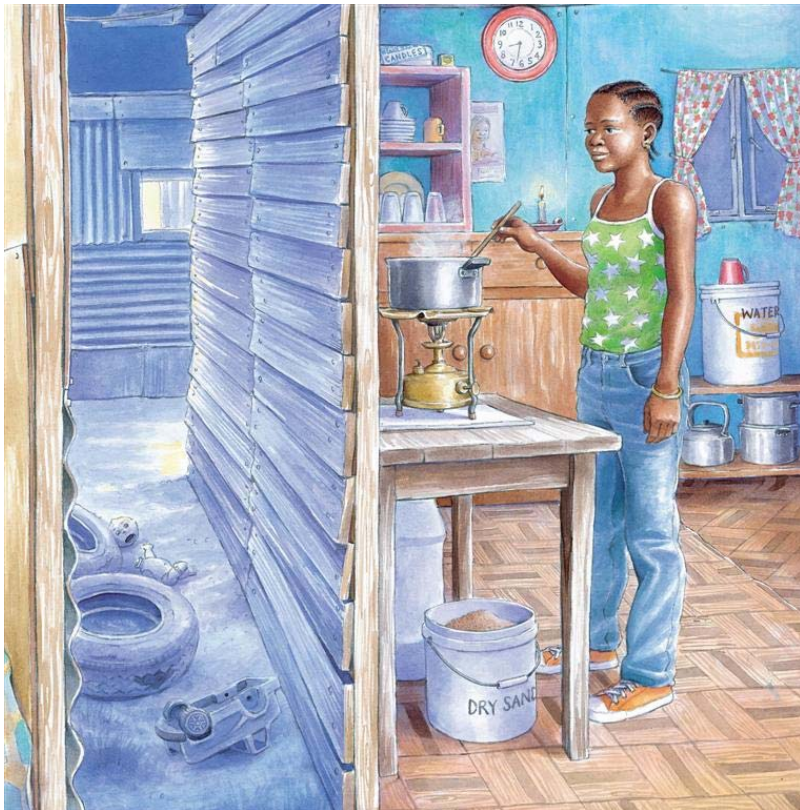
Paraffin Safety Association
Southern Africa

Standards, Legislation and Regulation

- Concept – green paper
- Policy position – white paper
- Minister drafts a bill for comment
- The bill goes to parliament
 - Introduced into national assembly –
 - bill then goes to congruent portfolio committee
 - They call for public hearings.
 - Then bill must be adopted by parliament.
 - Once approved, the president then signs it into law.
- The department head is then able to write it into regulation



Uses and Benefits



- Cooking
- Lighting
- Heating
- Cheap
- Convenient
- Multipurpose
- Easily Borrowed



Paraffin Safety Association
Southern Africa

End Users / Paraffin Consumers

Stakeholder Group		Rationale
Children	<ul style="list-style-type: none"> • Pre-school / day care • Junior school Children • High school children 	<ul style="list-style-type: none"> • This is the group to be protected • They can take steps to protect themselves • The younger children tend to take safety messages seriously and act on them including instructing caregivers as to what should be done
Caregivers	<ul style="list-style-type: none"> • Family members • Especially mothers and elder sisters • Early childhood workers 	<ul style="list-style-type: none"> • Young children cannot care for themselves • Caregiver negligence is key in the chain of events that lead to paraffin related injuries • The caregiver is very often an elder sibling
Community Messengers	<ul style="list-style-type: none"> • This could be any person or community service organisation that demonstrates a passion for paraffin safety. An example is a community health forum volunteer. They could be trainers or simply advocates for the cause. 	<ul style="list-style-type: none"> • People based inside the community on a long term basis will be equipped with knowledge and resources to communicate preventive messages on a sustainable basis.

Service Providers (1)

Stakeholder Group		Rationale
Government	Department of Minerals and Energy is tasked with ensuring safe energy for citizens	One of their key strategic objectives is to “govern these sectors [minerals and energy] to be secure, safe, healthy and environmentally sound”
	Department of Health – especially Health Promotion - is responsible for preventative and promotive health and subscribes to primary health care concepts	<ul style="list-style-type: none"> • Their mission is to “...improving access to health care for all and reducing inequity, and to focus on working in partnership with other stakeholders to improve the quality of care of all levels of the health system, <u>especially preventive and promotive health</u>, and to improve the overall efficiency of the health care delivery system.” • Employ environmental health practitioners and similar personnel and engage with voluntary community health workers
	Department of Education is responsible for providing education for the 21 st Century with an emphasis on Life Skills education and continuing and adult basic education. It has been tasked with breaking the back of the legacy of apartheid education and low literacy levels.	<ul style="list-style-type: none"> • Their vision is “of a South Africa in which all our people have access to lifelong education and training opportunities, which will in turn contribute towards improving the quality of life and building a peaceful, prosperous and democratic society.”

Service Providers (2)

Stakeholder Group		Rationale
Government	Politically Elected Community Councillors	<ul style="list-style-type: none"> Crucial for community access and acceptance
	Local Government – includes fire and emergency services <ul style="list-style-type: none"> Have a vested interest in preventive action and health promotion 	<ul style="list-style-type: none"> Ability to enforce local by-laws which may strengthen Make excellent champions
	Department of Trade and Industry	<ul style="list-style-type: none"> The South African Bureau of Standards is subsidiary of the DTI. They are crucial for the setting of standards and enforce the standards that are brought into regulation
	Department of Housing	<ul style="list-style-type: none"> They must design houses with the potential use of paraffin in mind
	Department of Arts and Culture	<ul style="list-style-type: none"> Using the arts to communicate the message



Service Providers (3)

Stakeholder Group		Rationale
Public Benefit Organisations (NGOs, CBO,s)		<ul style="list-style-type: none"> •Their objectives are similar to ours, •They are close to people on the ground •They are responsive but often lack funding to carry out the intended interventions
Wholesalers and retailers	The suppliers of paraffin	They are responsible for delivering a product which is safe and safely packaged and labelled. At present, they do not generally recognise this responsibility
Petrochemical companies	Manufacturers of paraffin	The product is theirs yet they believe that the responsibility and cost of packaging rests with the supply chain. It should be noted that the Paraffin Safety Association is funded entirely by the South African Petrochemical industry.

