

<b>Report on</b>	Blind Cord Safety Video 'It only takes seconds' shortlisted for UK CIEH Award
<b>Reporting Officer</b>	Fiona Mc Clements
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<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

<b>1.0</b>	<b>Purpose of Report</b>
1.1	<p>The purpose of this report is to advise members that the social media Blind Cord Safety Video 'It only takes seconds' has been shortlisted for the Chartered Institute of Environmental Health Excellence Awards 2017 under the category 'Best Environmental Health Project'.</p> <p>Approval is sought for Mid Ulster Council representation at the awards ceremony, which is to take place on 2<sup>nd</sup> November 2017 in London.</p>
<b>2.0</b>	<b>Background</b>
2.1	<ul style="list-style-type: none"> <li>Through collaborative working all 11 Councils in Northern Ireland, the Public Health Agency, RoSPA and other partners produced a short video highlighting the dangers of blind cords and the key message that associated deaths/injuries are avoidable. The video '<b>It only takes seconds</b>' sets out a scene demonstrating how little time it takes for a child to become tangled in a blind cord and asks viewers to ensure their home is blind cord safe by highlighting a range of safety devices available. To date the video has been viewed almost five million times on social media sites internationally.</li> <li><b>32 children</b> between the ages of 15 months and 36 months have died in the UK since 1999 as a result of blind cord strangulation. (In Northern Ireland alone there have been three blind cord deaths in the past three years).</li> <li>A programme of work was carried out in the Council as part of a regional initiative in 2015/2016 to raise awareness of the dangers of blind cords (previously reported to Council on May 2016 and February 2017.) At this time the Public Health Agency were approached to determine whether funding was available to produce a short video clip to portray the key messages around blind cord safety for release on social media.</li> <li>Funding was successfully obtained and a small task and finish group was formed to take the lead in delivery of this project. The Working Group consisted of two Environmental Health Officers in NI with Home Safety and Consumer Protection backgrounds i.e. Helena Quinn from MUDC and an Environmental Health Officer from Mid and East Antrim as well as two representatives from the Public Health Agency.</li> <li>The Blind Cord Safety Video is available from the following link:  <a href="http://www.nidirect.gov.uk/blind-cord-safety">http://www.nidirect.gov.uk/blind-cord-safety</a> </li> </ul>

<b>3.0</b>	<b>Main Report</b>
3.1	<ul style="list-style-type: none"> <li>The CIEH Excellence Awards aim to showcase the breadth of work carried out by Environmental Health Practitioners and services across all employment sectors in the UK and overseas.</li> <li>Projects/campaigns that are shortlisted are deemed to be the best examples of improvement in health, wellbeing and the environment.</li> <li>An application was submitted to the CIEH Excellence Awards in June 2017 and 'It only takes seconds' has been shortlisted for the 'Best Environmental Health Project'.</li> <li>If successful, the award will be presented to Environmental Health Northern Ireland (EHNI) as the video was launched in association with all NI Councils and in Partnership with the Public Health Agency.</li> <li>The Award Ceremony is taking place at the Chartered Institute of Environmental Health, 15 Hatfields, London on 2<sup>nd</sup> November 2017.</li> <li>It is understood that the two Public Health Agency representatives from the working group plan to attend the event on 2<sup>nd</sup> November alongside the Environmental Health Officer, the Head of Service and Committee Member from Mid and East Antrim Council.</li> <li>Attendance is now requested for the MUDC Environmental Health Officer Helena Quinn (and another MUDC representative ) to attend along with the other members of the working group.</li> <li>The (CIEH Director NI) has advised that funding will be made available for two Environmental Health Officers to attend the ceremony, if other costs are covered.</li> </ul>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b><u>Financial &amp; Human Resources Implications</u></b>  Financial: <ul style="list-style-type: none"> <li>Attendance at the ceremony is £105.00 for CIEH Members and £120.00 for non-CIEH members. (Complementary for two Environmental Health Officers.)</li> <li>Flight costs to London return with overnight accommodation and subsistence costs.</li> </ul> Human: <ul style="list-style-type: none"> <li>As above .</li> </ul>
<b>4.2</b>	<b><u>Equality and Good Relations Implications</u></b> N/A
<b>4.3</b>	<b><u>Risk Management Implications</u></b> N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	That members consider representation from Council at the CIEH award ceremony in London on 2 November 2017 .
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	The Blind Cord Safety Video is available from the following link: <a href="http://www.nidirect.gov.uk/blind-cord-safety">http://www.nidirect.gov.uk/blind-cord-safety</a>