

Impact study of article entitled “to prevent home injury” published in an architect's professional review

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■ Objective

To evaluate impact of publication “to prevent home injury” in an architect's professional review (review A+)

■ Methods

Setting: French speaking area of Belgium

Period: from 10 until 21 march 2003

Design: firstly, phone recruitment of 80 architects who have read, glanced, leafed article “to prevent home injury” published in review A+. 27 architects took part in survey 2001.

Secondly, we sent by fax or mail article “to prevent home injury” to 80 selected architects. In this way, each architect has been confronted with article in the same conditions.

Thirdly, we have recalled the 80 architects and arranged to meet 75 % of them. So we obtained a sample of 61 architects whose 16 took part in survey 2001.

■ Results

> Study population characteristics

Characteristic	Percent
Gender	
Male	69%
Female	31%
Age (years)	
<35	12%
36-50	64%
+50	24%
Area	
Bruxelles	10%
Brabant wallon	10%
Hainaut	31%
Namur	16%
Luxembourg	8%
Liège	25%
Office size (number of employees)	
1	33%
2-10	61%
11-50	4%
+50	2%

> Knowledge and reading of the review A+

100% of architects know review A+

100% of architects receive review A+

100% of architects have receive number of review in which was article “to prevent home injury”

100% of architects have leafed number of review A+ in which was that article

> Memorization of article “to prevent home injury”

“Have you read article “to prevent home injury” published in review A+?”

N=61

No: 69%

Yes: 31%

Among architects who have read article, 82% have read completely, 8% partially and 10% superficially.

“Which elements have drawn your attention?”

Items (spontaneous answer)	Percent (n=61)
Architects aren't of concern to security	29%
Architects think that security is automatically respected	27%
The responsibility of building materials is important in home injuries	22%
Rules aren't clear	20%
Architects reject responsibility on other actors	20%
Bad knowledge of architects about security	18%
Architects don't know all rules	16%
There are a lot of standards and rules	16%
Omnipresence of security in their job	12%
Thought about complementary study	8%
Immediate risks are important	8%
Architects will to receive more information	6%
Implication of architects	4%
“Self building” problem	2%
Organization of awareness campaign	2%
Rules are constraints for architects.	2%

Architects are particularly sensitive that they aren't of concern to security and that they think security is automatically integrated in their professional practices.

“Why have those elements drawn your attention?”

Items (spontaneous answer)	Percent (n=61)
Elements that I meet in my job	43%
My responsibility is committed	31%
Subject interesting for me	29%
Security is important in my job	22%
Confirmation that I think	18%
Elements I know very little	18%
Opposed observation that I think	10%
It's difficult to understand rules	8%
I note in my job a lack of attention as regards to security	6%
Elements encourage me to more inquire	4%
These elements are part of my training	4%

Architects are sensitive to elements they meet in their professional practice, so that their responsibility is committed

> Main instruction from this article

“Have you learnt thanks to article news elements as regards to your knowledge about security?”

N=61 - No: 69% - Yes: 31%

Among new elements architects cited: the important number of rules, omnipresence of security in their job, responsibility of building materials in home injury.

> Approval of publishing noting in this article

“As regards to noting security publishing in article, on basis of your experience, are you: completely agreed, partially agreed, not any or not all agreed ?”

Items (assisted answer)	Percent (n=61)
Completely agreed	43%
Partially agreed	41%
Not any agreed	8%
Not all agreed	8%

Majority of architects are partially or completely agreed with noting published in article

> Likely influence of article on professional practices

“Do you think that article could have effects on yours practices?”

Items (assisted answer)	Percent (n=61)
Yes, entirely	12%
Yes, a little	29%
No, not any	31%
No, not at all	27%

Architects who have said yes think about following behaviour change:
I will attach more attention to security (48%)
I will ask more about security related rules (33%)

> Initiatives to prevent home injury

“In your opinion, what actions could be organized to prevent home injury?”

Items (spontaneous answer)	Percent (n=61)
Public awareness campaign	45%
Parents awareness campaign	24%
Articles in magazines	24%
To speak about injuries at the times of particular events	16%
Radio television programs	16%
Article in specialized/unspecialized reviews	14%
To publish standards and rules to respect	14%
More information about injuries for users and designers	12%
More information for owners	8%
Children education	6%
To deliver brochure ‘all public’	4%
To be less statutory and more educational	2%

Architects stress on public awareness campaign and particularly on parents awareness campaign.

Conclusions :

Article memorization is disappointing: alone 31% remember.
The underlining of the text was either insufficient or too classic. All people who have seen article have read it and almost always attentively.
The content of article is considered banal and little informative.

Recommendations:

Publication must be more spectacular when we treat of such subject.
We must to make architects aware of their responsibility because they think that awareness campaign concern public, parents and not them.